PRINTERS' INK

A JOURNAL FOR ADVERTISERS

185 Madison Avenue, New York City

VOL. CXIV. No. 10 New York, March 10, 1921

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A typical Atlantic Service Station. Handsome, business-like, comvenient, these stations mark a new dignity in gasoline and motor oil service. They are an important link in the Atlantic distributing system.

Good gasoline plus Good service and

well-directed advertising to make that goodness known. There you have the combination that has given The Atlantic Refining Company undisputed dominance in the motor fuel field in the great state of Pennsylvania, and has enabled it to expand creditably in other territories.

For many years advertising, prepared by Advertising Headquarters, has been a power in building appreciation for Atlantic products. It is of the spotlight variety—intensive concentration in localities well organized on distribution. Which conforms with the good old rule of doing one thing at a time and that well.

The Atlantic Refining Company is a pioneer in the petroleum industry, with a business history of more than fifty years. It is more natural than singular that its advertising counsellors should bear a similar distinction in their particular field.

N. W. AYER & SON

ADVERTISING HEADQUARTERS

PHILADELPHIA

NEW YORK

Boston

CLEVELAND

CHICAGO

Farmers and Retailers

The Dry Goods Economist recently conducted an investigation among several hundred of its subscribers from which they draw the following conclusions:

- 1 The great majority of the farmers of this country, including even certain sections that have been especially hard hit by the price decline, are in fairly good shape financially.
- 2 The majority of retailers in centers located in agricultural sections find their collections no more serious a problem than they did a year ago.
- 3 Retail stocks in such centers are in most instances smaller than at this time last year; in many stores they are about on a par with those of a year ago, and in a minority of cases stocks show a slight increase.
- 4 Numerous retailers doing business in agricultural sections or districts see indications of improving business for spring.

The Standard Farm Paper Unit reaches one out of every two worthwhile homes throughout agricultural America.

The Standard Farm Paper Unit

Over 1,900,000 Better-than-Average Farm Homes

The Ohio Farmer

The Wisconsin Agriculturist

Prairie Farmer, Chicago

Pennsylvania Farmer

The Breeder's Gazette

The Nebraska Farmer

Lincoln, Neb. Wallaces' Farmer Established 1895 Progressive Farmer

Established 1886

**Birmingham, Raleigh,

Memphis, Atlanta, Dallas

The Michigan Farmer

Established 1843

Pacific Rural Press

The Farmer, St. Paul Established 1882

The Farmer's Wife

Established 1900

St. Paul

Hoard's Dairyman

Western Representatives STANDARD FARM PAPERS, INC. Conway Building, Chicago



Eastern Representatives
WALLACE C. RICHARDSON, INC.
95 Madison Ave, New York City

All Standard Farm Papers are members of the A. B. C.

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PRINTERS' INK

Issued weekly. Subscription \$3.00 per year. Printers' Ink Publishing Company, Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter June 29, 1893, at the postoffice at New York, N. Y., under the Act of March 3, 1879.

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NEW YORK, MARCH 10, 1921

Keying Up the Inside Staff to Its Sales Responsibility

Big Idea for Getting Back into Stride May Be Found in Express Com-pany's "Right Way" Plan

By Edward T. Tandy

TETTING back into stride-G that is the difficulty. Practically every business is struggling with it more or less. On every hand one hears the question, How is the good old steady swing to

be recovered?

During the abnormal war time, when nothing could be made swiftly enough, when buyers sat on the doorstep and sellers were off on joy-rides, when jobs were shricking and payrolls setting height records, a man did not have to be able to set a saw to be a It was enough if he carpenter. knew which was the hammer and

which the nail. So it was with all. In those days the average business house could not, even without bothering about the sort, obtain the number of men it wanted. At the same time it was losing many that it had-because it could not afford to compete with the pay that even unskilled labor was drawing in the war-enforced orgy of "cost plus 10 per cent." In addition, it was sending many of it brightest hands to the army

and the navy.

Any kind of man that could be had had to be taken then. It was Hobson's choice—take or leave and executives considered themselves lucky when they could secure any help at all. Disorganization followed. Inefficiency nat-urally resulted. In the wild rush of those times even inefficiency was better than nothing. But it stuck out and hurt, as soon as the rush was over.

Take any line of business, or any section of it. It will be seen that things went wrong because they went too easily, rolling gaily along on their own momentum, and re-quiring no manful push. All sense of proportion between effort and result was lost. It is not to be wondered at that it is hard now

to get back into stride.

Good men flickered and grew flabby like electric batteries running dry. Medium men, who in ordinary circumstances would have become good men, frittered away the chance, because they did not have to make the efforts bring out bigness. Men of no special account, men who obtained big jobs only through the luck of the times, came to be thought good men, merely because they drew big pay.

Those times are over. change has hit us-and it hit hard. Everywhere there has had to be a retrimming of the cargo. deadwood has been quietly dropped overboard to find its proper level. Readjustment has meant a rejudg-ing of men—and they have been judged by the work they could do, not by the pay they drew.

Most business ships are stripped now to their fighting trim. crews have been carefully selected and mostly are men who are eager for the fight and who merit the

confidence placed in them.

Still, something is lacking. There seems little or no inspira-tion. The fine old spirit of the organization that knitted its men

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together in former days and made each and all delighted to realize and fulfil the duty of personal responsibility to the house is no longer what it used to be.

What is it that we call spirit of the organization? What, in fact, is a business organization? Some are inclined to think that it is the production end that makes the organization. The production men do well to think so, but not the others. Some think that it is the sales force that counts for most.

But all the work of the best production men, sales force or office staff in the world can be ruined in the end by an indifferent book-keeper whose slips drive customers away. Or by a careless shipping clerk whose mistakes are always causing important shipments to be delayed or lost. Or by a frivolous stenographer who never gets names correctly. Or even by a telephone operator whose voice has divorced the smile.

A business organization is as much a unit as is an intricate piece of machinery. Not a single link, from office boy to president, can slip a cog without putting the whole out of gear more or less. The spirit of the organization is the realization of this unity and the interdependence of all the parts—it is that that keeps the unit working perfectly. It is that that has to be recovered before the good old swing can be regained.

The situation in which nearly all business finds itself to-day is well illustrated by that of the American Railway Express Company. Regulated by the I. C. C., the company has only recently been able to raise its rates and its wages. It could not keep up with its need for new equipment. It cannot take up the vast new field awaiting it in the "Direct to Consumer" market. Its organization was shot to pieces during war days. It has more than 35 per cent of new hands in its force, and many of them are Jims out of step.

The increases granted in rates and wages have put the company on a good working basis—but it finds it cannot make headway until it gets its old organization spirit back. The coleur de rou is tinged with blue because of the carelessness and worse that make the loss and damage claims reach up to nearly \$2,000,000 a month and eat up all the profit!

Between July 1, 1918, and June

Between July 1, 1918, and June 20, 1920, less than two years by ten days, the sums paid out on account of loss and damage amounted to no less than the enormous sum of \$42,118,688. That was during the period of Government control of the railroads.

Like every other concern, the company has been weeding out its makeshifts and getting the right sort of men in their place. But its big task is getting back into stride.

A NEW BROOM FOR THE NEW HOUSE

It was while looking around for some way to clean house and reduce the appalling loss and damage drain upon its business that the company hit upon the idea which has grown into the "Right Way" campaign. It was soon seen that Jim out of step was not to be found only among the actual handlers of shipments.

The opportunity for getting at Jim was a good one. A new start was being made. A uniform system, in place of several varieties of systems, was to be put in force for the entire country. Advastage was taken of this chance. The business was overhauled from too to bottom with the view to putting in not only a uniform system but the best possible system for the whole concern.

Men who were known to be experts were called from all the different branches of the complex express business. Those men were told to go to work with axes wherever they thought it necessary. By study, conferences and experiments they evolved what is believed to be a simplified system with standardized forms and practices based on common sense and modern methods. Every detail was gone into. Every department was literally mauled over. Every branch of the work was considered.

Clear instructions were then drawn up and printed. Where it

THE CHARACTER OF OUR CLIENTS INDICATES THE CHARACTER OF OUR SERVICE



ONE factor that has contributed much to the calibre of our service is the grouping of our accounts by Divisions of similar but non-competitive enterprises. Members of our staff experienced in a given class of industry specialize on the accounts in that Division. A typical Division is that of

FOOD PRODUCTS AND CONFECTIONERY

Beech-Nut Packing Company
The Borden Company
Caladero Products Company
California Almond Growers Exchange
California Olive Association
California Packing Corporation
California Walnut Growers Association
Theo. H. Davies Company, Inc.
Dominion Canners, Ltd.
J. A. Folger and Company
Logan-Johnson Company
Magnus Fruit Products
Manufacturing Company of America
Nucoa Butter Company
W. F. Schrafft and Sons Corporation
Sweet Candy Company
Swift and Company

Food Products
Milk Products
Dehydrated Vegetables
Blue Diamond Almonds
California Ripe Olives
Del Monte Canned Goods
Diamond Brand Walnuts
Pinebrosia
Canned Fruits and Vegetables
Coffee
Jams, Jellies, Fruits and Syrups
Fountain Products
U-All-No Mints
Nut Butter
Manufacturing Confectioners
Candies
Vream Vegetable Shortening

Besides Food Products and Confectionery, our Account Divisions comprise the following:

Banks and Bankers Building Materials Proprietaries and Druggists' Sundries Industrials Farm Equipment and Supplies Household Articles Office Supplies Petroleum Products Public Service and Municipal Miscellaneous

THE H.K.MCCANN COMPANY Advertising 61 Broadway New York

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would help, those instructions were illustrated with half-tone reproductions of specially taken photographs showing the right way to do things.

Then came the "Right Way" campaign to sell these new instructions and the notion of personal responsibility to the employees, together with an enthusiasm that would put every Jim in step and bring the entire force into a steady swing.

Notice your expressman these days. You will find him wearing a smile and a blue and white button which says: "The Right Way -Choose-Boost." If he happens to be a committeeman his button will be a larger one and will read: "Right Way Committee— American Railway Express Company."

Maybe you do not come into contact with your expressman. So you had better be told that those buttons are the "Right Way" insignia, and you can take it for granted that your expressman is a man of good intentions, means well by you, and wants your help.

If you do come across him, observe how he is smartened up. And if he should happen to state that your shipments are not properly packed nor correctly labeled, you had better tell your shipping man to take heed and mend his ways. For the expressman knows the right way now and he will

stand for no other.

On January 11, all over the country, wherever there is an A. R. E. office, the first "Right Way" meetings were held. Each of the thousands of meetings had the same programme—it was al-most like one vast meeting. On February 15 the second gatherings took place. The third will be on March 15, and so on throughout the year. Every month the expressmen will meet locally in every part of the country and carry out an ever-varying programme dealing with their work, the framework of which is supplied each month by headquarters.

Every local agent, and there are about 10,000 of them, was told all about the "Right Way" plan by

means of printed matter sent out from New York via his divisional superintendent's office. Later le was notified to get his "Right Way" committee formed from among his best men. Early enough also he was furnished with the printed programme for the first meeting, together with helpful hints on how to conduct a meeting.

The programme was a four-page sheet, letter size, and a sufficient number was sent to supply every man with a copy. The first page carried a message from the superintendent. The second page was

as follows:

RIGHT WAY PROGRAMME

RIGHT WAY PROGRAMME
(Topics suggested for discussion a opening meeting to be held on Jamary 11, 1921.)
(On the platform should be sealed the Right Way Committee members, the agent and other officials scheduled to speak and local talent to help entrain. The Chairman of the Right Way Committee should preside and intoduce the numbers on the programme. All necessary material scheduled for distribution should be ready in advance, including Right Way buttons, literature, etc.)

ture, etc.)
1-What the Right Way Stands For. By (Chairman Right Way Com

mittee.) 2-A Message from President Taylor. By (Some member, of the Right Way Committee with a god

voice.) 3-What We Can and Must Do a Promote the Right Way.

(Agent or Ranking present, who makes appropria

remarks.) 4-Musical Selection.

By Local Talent. 5-The Right Way to Issue Receipts

y
(Right Way Committeeman v
official who can talk authoratively on this subject, using a
his guide special pamphit
issued on this subject. Copu
of the Receipts Pamphiet shoul be distributed to the audience

before he speaks.)
6—The Right Way to Get Shipper
Interested in Starting Shipment Right.

By

(Agent or Right Way Committeeman or official, using this his topic.)
ical Selections or Singing by 7-Musical

the Audience. -What the General Rules and Class fication Have to Say.

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Weighing Advertising Values

The page line advertising rate per 100,000 circulation of THE AMERICAN WOMAN is .453 against an average rate of .711 in five of the leading woman's publications.

This exceedingly low rate, coupled y Con with the fact that the quoted circulation of 500,000 is 100% Net Paid, makes THE AMERICAN WOMAN stand out as the best advertising value in its field—if not indeed in any field.

THE AMERICAN WOMAN

"The Real Magazine of the Small Town Field"

Member of the Audit Bureau of Circulations

Western Advertising Office

W. H. McCurdy, Mgr.

30 N. Dearborn St., Chicago, Ill. Flatiron Bldg., New York

Eastern Advertising Office

W. F. HARING, Mgr.

Mar. 10

the men are acquainted, who should read General Rules 2 to 15 and Classification Rules 1 and 2, as amended, or a greater number if time permits and invite discussion and questions.) 9—Presentation of Right Way Buttons.

(Chairman of the Right Way Committee, or other selected speaker. He should explain the purpose of the button, emphasizing that the warring it amounts to a pleage to live up to the Right Way. This should be followed by the presentation of buttons.)

10-Concluding Song.

By the audience.

The third page gave a suggested chairman's opening speech. The fourth page carried words of a dozen or more popular songs. The chairman was told to: "Get your men to sing! Select a live wire with a good strong voice to lead. We would also suggest your introducing any novel or interesting features, and you can undoubtedly find clever talent in your organization for musical solos, recitations or other stunts that will be enjoyed by the men."

MEN RESPONDED TO THIS MESSAGE

A multigraphed copy of the message of George C. Taylor, the president, was given to every man. In his message President Taylor, speaking of the shipping public, said that it looked for "the old-time individual responsibility of each man for each shipment."

"If one man fails to do his job right," he continued, "he injures the reputation of the entire unit and all of us suffer in the public esteem. It is this public esteem which has enabled us to secure justice in regard to wages and in regard to rates, and we cannot afford to lose it.

"This public esteem and goodwill is our main living asset. It is something we can control absolutely. Without it, we cannot stay in business. Keeping this esteem is in our own hands and depends entirely on the individual acts of our 130,000 expressmen. Neither the shipping public nor the governmental bodies will further tolerate a service that is not efficient. "Rough handling is a wilful disregard of the very thing we are paid to do. A dishonest man, where honesty is so essential, is a menace to all of his fellowworkers, and by them should be drummed out of our ranks. Unless we do our house cleaning from within, it will be done for us from without."

Referring to his own and his men's pride in their organization, Mr. Taylor said: "We handle many days as high as a million shipments, worth many millions of dollars. This is property given to us in trust, and my concern and your concern is that at all times, in all transactions, we come through clean." He concluded by asking the men for their help.

For the second meeting, President Taylor sent a message on the value of politeness, and the main subject of the gathering was the right way to handle eggs and baby chicks. Egg claims represent 8 per cent of the money paid out for loss and damage. For the March meeting the principal topic will be shipments "on hand."

All the meetings are educational, and the feature is that the men are made to help in their own education. Teaching is a natural instinct with many men—we love to show the other fellow! Reports say that the first and second meetings were all immensely successful—and there have since been fewer claims and complaints. Jim is getting into step.

But the monthly meetings are only a part of this great campaign, perhaps even only a small part—the drum-beating part. It is get-ting the men to beat the drum that is to get them interested in the "Right Way" bulletins—the real big stuff. The bulletins are the printed instructions as to how things are to be done. When all the bulletins are bound they will form a complete and remarkable book on express work.

The first bulletin is on "Express Receipts." It fills nearly three pages of letter-size paper with 10point type. There is no question about its thoroughness—and yet it

(Continued on page 137)

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etnat he eal Your A. B. C. Reports tell the story—read them.

The papers sold in Brooklyn are those you want to know about.

That's where you want to sell your goods.

Rif R. Hullman

What a Study of Advertising Line. age Would Teach Space Buyers

Some Reflections after a Reading of Articles in PRINTERS' INK

By Guy S. Osborn

CHICAGO, Feb. 28, 1921. Editor of PRINTERS' INK:

I was very much interested in the recent article in PRINTERS' INK, entitled "Keener Judgment Needed in Space Buying," and have just read the comments made by Mr. Reynolds, of the Albert Frank Advertising Company, to the effect the present-day space buyer's job consists of more than merely buying so much circulation at a bargain rate. He must know a publication from beginning to end, why it exists, what its purposes and objects are, and what its reader influence repre-I agree fully with Mr. Reynolds that such a man should represent the space-buying de-partment of the advertising agencies, for such a man is easy to approach, is glad to learn, and discusses publications with the representatives. I am sorry there is not more of this class of space

Unfortunately, we have too many space buyers who apparently work along the lines of least resistance and buy, as they term it, bulk circulation, or state they are using only evening papers or only morning papers, or exclusive Sunday papers, and regardless of the city or conditions, they adhere to that rule for the entire list.

I know of a space buyer of one of the leading agencies who, in making up a list for an advertiser whose wares would appeal to the manufacturer and office man, selected a morning paper in a metropolitan city for its class circulation. In another metropolitan city, for the same advertiser, he selected an evening paper, which a week before he referred to as having been bought for its circulation. In this same city, for another client whose product should appeal to practically the same class of read-

ers, he selected a morning paper generally recognized as having class circulation. As one representative expressed it, this space buyer reminded him of the man playing roulette. He placed is checks on different numbers, hoping to hit the live one.

I know of another case where a space buyer, representing one of the leading agencies, made a twoday investigation of the newspaper situation in a large Eastern metropolitan city, and came back sold on one paper. Any one familiar with newspapers and their circulation knows it is physically impossible for one to make an investigation and learn anything about the circulation of three or four newspapers in less than two to four months, and he must know how to make a good investigation in order to get real results. On this investigation the space buyer spent less than two hours with one of the papers, and the paper he came back sold on, according to A. B. C. reports, stands fourth in circulation, and I believe fourth in total paid advertising lineage. In view of this two-day investigation he places that paper first on his lists for various clients.

Then you have the space buyer who is placing a certain pacount and selects a certain paper because it carries more food lineage than its competitor, or because it leads in clothing, financial or automobile advertising. I can recall a few years ago in Chicago when the weakest morning paper carried more automobile lineage than all of the other papers. What does this class of lineage mean? Is this the way to judge newspapers? No. There is but one standard of measurement and that is the total paid lineage classified and display, for the full

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A farmer worships his car

A motor car is indispensable to the farmer. It takes him here and there quickly. It works for him. It gives him pleasure. It has been an important factor in the solution of his labor and pleasure problems.

You, Mr. Manufacturer, can reach 200,000 of the country's richest farmers through the advertising columns of THE AMERICAN FRUIT GROWER. To motor car builders, accessory makers—and others, it is a rich market which offers rare opportunities for sales development.

AMERICAN FRUIT GROWER

CHICAGO

The National Fruit Journal of America

Guaranteed minimum circulation, 200,000 monthly

SAMUEL ADAMS, Editor ROBERT B. CAMPBELL, Publisher J. E. FORD, Director of Advertising

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year, and for years past, and how much department store advertising does a paper carry, at what rates, and why?

Last year an evening paper made an announcement of its tremendous growth in advertising of department stores. What was the cause? It was due to a boycott on the strongest evening paper in that city and the merchants were using the third paper to fight the strong one. There is a case of this kind going on now in Minneapolis, and when the lineage is shown you will find space buyers placing business on the strength of these statements, never figuring a boycott is always against the strongest paper. What better knowledge does a space buyer need?

There is not enough study given to advertising lineage, which is just as important as circulation figures. The paper that misleads and sends out circulars pointing to "high lights," to my mind, is just as bad as the old circulation deceiver.

We have agencies that buy the finest art, employ the best copy writers, whose solicitors are recognized as high salaried men, and you will find their space buyers not much more than office clerks, who buy space on recommendations of local dealers, because a paper has the largest circulation, or from some influence rather than a thorough knowledge of newspaper value in each city. am afraid the agencies' heads are not giving this department the attention they should. They do not scrutinize their lists, and I sometimes wonder if they really investigate and find out if their space buyers are becoming narrow in their judgment and if they can lift themselves above their own personal point of view. We have all experienced punishment by a space buyer, with the advertiser's money, when our hands were tied and we could say nothing.

I think it is high time the heads of the agencies should welcome just criticism and not call it "sour grapes," or have a condition where a publication is forever punished for telling the truth. When they realize the space buying department is the most important link in their organization we will soon have the class of space buyers Mr. Reynolds refers to—the kind of men we would all be glad to meet and do business with.

GUY S. OSBORN.

Gardiner & Wells Agency Has Chicago Office

The Gardiner & Wells Co., Inc., atvertising agency, New York, has established an office in Chicago under the management of A. R. Ely, formerly of Lord & Thomas.

Among the accounts which had

Lord & Thomas.

Among the accounts which have been placed with this agency's new office, are J. L. Kraft & Bros. Company, Cheago, "Elkhorn" cheese; Nuway Motor Company, Lansing, Mich., auxiliary motors, and Welcher Brothers, Chicago, cigars.

Housing Corporation Appoints R. E. Potter

Robert E. Potter. formerly advertising manager of Wadsworth-Howland Company, Inc., of Boston, has joined Gardenside Homes, Inc., as advertising manager. This is a newly-formed busing corporation with offices in New York and Boston. Mr. Potter will also elithe "Gardenside Homes Magazine," published by this company in the interest of better housing conditions.

Van Pelt at Cleveland for Hovt's Service

H. R. Van Pelt has been made manager of the Cleveland office of Hort's Service, Inc., New York, Mr. Van Pelt has been a member of the plus board, at New York, of this agency. Before joining the Hoyt agency, Mr. Van Pelt was with the J. Walter Thompson Company as manager of its Detroit office, and had been Eastern sales manager of Procter & Gamble.

A. H. Fox Gun Co. Turns to Automobiles

The A. H. Fox Gun Company, of Philadelphia, manufacturer of firearms, has organized a subsidiary company for the manufacture of motorcars. The new company is known as the Fex Motorcar Company. The officers are Ansley H. Fox, president, and Louis E. Fifer, secretary.

Seaman Has Hartford Fire Insurance Account

The Hartford Fire Insurance Company, Hartford, Conn., has placed its account with Frank Seaman, Inc., New York.

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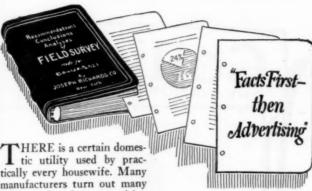
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100% of the Women Wanted the New Feature of This Product



tically every housewife. Many manufacturers turn out many different brands; competition is keen. No one company dominates the market.

Why is there no leader? Why have women searched in vain for a product they can accept without reservations?

Because no manufacturer has ever viewed his product through the housewife's eyes. Had he done so he would have discovered a vital marketing fact as easily and quickly as we found it in a recent survey for a client.

found that practically 100% of the women interviewed were not primarily interested in

the working efficiency of the ar-ticle they were using. They said that they would switch to another brand if it better met their requirements in one particular. And this feature had nothing to do with the product's efficiency!

Our client now can reach the housewife from a new advertising angle; yet it is an angle she has always been keenly interested in.

Another example of the Richards plan of finding the facts first-then advertising. You, too, should have the true merchandising facts about your business. You, too, should have a Richards "Book of Facts," made to your

JOSEPH RICHARDS CO. Est. 1874

Advertising NINE EAST FORTIETH ST. - NEW YORK

e a copy

Collier'S



"The Son of Wallingford"

By George Randolph Chester Beginning in Collier's for March 12

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"If You Wanted Your Son

to become a respected citizen, you began about one generation too late!"

Young Jimmy Wallingford, now grown up, decides to fight his own battle.

Here is the son of the smoothest of all schemers, pitting against his father the same keen wit that made the old man rich.

All the old characters are in this wonderful story—J. Rufus Wallingford and Fannie, Blackie Daw and Bonnie Daw. But the central figures are young Jimmy and Mary Curtis, whom he met by the roadside in his search for an honest living. You have followed Wallingford's crooked adventures. He is the best known scamp in the world. Now, as George Randolph Chester returns to fiction, and to Collier's, you will read the finest of all his stories—the fight that Wallingford's son puts up against his own heredity.

In Collier's for March 12

Collier's



NOT until the publishers' statement for the three months ending September 30th, 1921, can the A. B. C. accurately reflect the present circulation of The Baltimore NEWS and The Baltimore AMERICAN. The last published statement of course is for the three months ending September 30th, 1920, before we bought The AMERICAN and merged The STAR with The NEWS. The next one will be for the six months ending March 31st, which will include two months of The NEWS before we absorbed the STAR and added a large proportion of in entire circulation to our own, reducing our average by approximately 22,000 each of those two months.

Next, the A. B. C. audit for the twelve months ending June 30th will have for months of the old NEWS with this smaller circulation in it. Therefore, in making estimates or figuring, you will come much closer to present facts if you estimate on NEWS and STAR audits, or publishers' statements combined, for The NEWS alone, as of today, and since The NEWS and The AMERICAN are now sold to the advertiser as a unit, of course also include The AMERICAN figures, which have not changed materially so far as the daily is concerned since we bought it, to get our present combined daily total, in February, for example, of over 182,000. The Sunday NEWS and AMERICAN are growing and in February offered a combined total of 187,000.

The total of NEWS and AMERICAN, both daily and Sunday, for the month of February, is as follows:

NEWS, Afternoon, Daily - - - - 124,596

AMERICAN, Morning, Daily - - 58,073

Total 182,669

NEWS, Afternoon, Sunday - - - 91,033

AMERICAN, Morning, Sunday - - 96,181

Total 187,234

This gives you a morning and evening combination, both daily and Sunday, which circulation built up originally by competing organizations and maintained to-day by separate forces that offer as known duplications whatever—182,660 daily and 187,234 Sunday, reaching the wide tumber of homes in and near Baltimore as well as throughout Maryland and the nearby parts of adjoining status.

Please put this advertisement in your files attached to the A. B. C. statements for The NEWS and The AMERICAN in order that estimates on Baltimore way be up-to-date

THE BALTIMORE NEWS

je Baltimore American Morning, Daily And Sunday.

DAN A. CARROLL Eastern Representative 150 Nassau Street New York



J. E. LUTZ Western Representative First Nat'l Bank Bldg. Chicago Incre

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"My Business Will Be What I Make It"

Increased Advertising Appropriation and Bigger Sales Quota Mark Johns-Manville Campaign for 1921

By Roland Cole

IF there is one concern in the United States that is carrying a splendid spirit of optimism into 1921, that concern is Johns-Man-ville, Inc.

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A review of the company's advertising plans for 1921 should hearten other advertisers, Johns-Manville is doing, others can do, each in his own way; if not in equal quantity, then in proportionate degree. It is concerns like this that stand like a rock in times of business uncertainty, four-square to every wind that blows, that put encouragement and reassurance into others fortunes have suffered the shock of adverse seas and who are therefore prone to regard the months ahead with a mixture of uncertainty and apprehension.

Johns-Manville is doing three noteworthy things in this year's advertising campaign - selling its products, its name and its sales force to the public and the trade. The way in which it is selling its sales force is probably worthy of

first notice.

But first a word of explanation about the company: It has ten factories and branch offices in sixtyfour large cities. It manufactures and sells between eight and nine hundred products. The products group themselves into a number of departments, such as building materials, power specialties and insulation, electrical and automobile equipment, and the like. A better description of the company's products is probably that given in all Johns-Manville advertisements asbestos and its allied productsinsulation, cements, roofings, packings, linings.

The sales force numbers close to 600 men, some of whom call on jobbers and distributors, while others call direct on industrial plants. The tendency in the sales department during late years has been toward specialization, though in the beginning each salesman was more or less of a general rep-

resentative.

During 1920 the company's sales totalled the largest in the history of the business-about \$48,000,000. Probably 40 per cent of Johns-Manville business is roofing materials for large buildings and industrial plants, which sales are made direct by the company's representatives.

IMPORTANCE OF COMPANY'S SALESMEN

The first problem of such a salesman is to get in to see the right man. This is no problem at all in a seller's market. But in the present buyer's market it is a serious problem.

Salesmen to-day are going out ter business. The buyer is a after business. much solicited individual. Every time it becomes known that he is in the market for goods or service, a dozen salesmen present themselves, each one prepared to prove that his commodity is the one the

buyer should buy.

A few days ago the writer had occasion to visit a large rubber company and was obliged to spend twenty minutes in the reception room. Three or four salesmen were waiting to see the purchasing agent, and during the twenty minutes a half dozen others came in. From what one of the salesmen said to the girl at the information desk a large order for a certain raw material was about to drop. He said, "Tell Mr. Jones if he hasn't placed that order yet, I can make him a special proposition.

But the word came back that Mr. Jones was not interested. 'Most of the men who called received this message. A few were told to wait. At the end of the

twenty minutes, seven men sat about the reception room. Now, advertising undoubtedly played some part in the selection of those seven men for interviews.

In its advertising campaign Johns-Manville has given large consideration to this element. One

of the striking fea-tures of its campaign during the latter part of 1920 was an advertisement in national mediums which dealt with this very point. This was an advertisement, entitled "Which of these salesmen will get in?" A large illustration represented a typical reception room. salesmen are in wait-The attendant stands at the gate looking them over, a card in his hand. One of the salesmen has evidently been sent for by the buyer. All of them look up with expectant faces. Who will be the lucky man to be invited in? The copy, by way of replying to the question asked by the caption, reads:

"Answering this question, a prominent buyer said, 'Nowa-days, I must divide

salesmen into two classes, first, those who call to get something, and second, those who come to contribute something. It is hard to turn away the latter kind who bring information and service helpful to me.'

Following this the copy makes out a case for the Johns-Manville salesman-and a good one, for it defines his function as being not that of a salesman merely, but as of an expert in conservation, a man whose wide experience enables him to work out a saving of thousands of dollars in fuel, in plant maintenance, in power and plant losses-a man whose work is not merely commercial, but eco-

nomic, the order he may get being an incident to a larger purpose. Should this salesman's card some day come to the buyer's desk, we the opportunity, the advertisement reads, to let the man show where he can prevent waste.

In fact, the whole advertising



Look! then write your own title



A FORTHCOMING ADVERTISEMENT IN GENERAL MEDIUMS

campaign has been merchandised strongly to the salesmen as the thing that will help them get into a place of industry to make a survey; get quicker contact with the important man upon whose word the final order depends; get a readier acceptance on the part of the general public for those products sold through dealers; and persuade dealers to make wider use of Johns-Manville literature.

The general sales manager of the company has given each one of his salesmen a slogan for 1921-"My business will be what I make it," Sales of \$50,000,000 are named as the quota for the present year in view of the fact that orders

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will be harder to get and competition keener. The so-called "buyers' strike," the salesmen are told, is bound to be only temporary because the American people have been taught to live on a higher plane and their demands must be served, and the reaction from wartime conditions is only a natural and healthy housecleaning for the future. The business is there if the men will go after it. But if they sit down and wait for it to come to them, what they hope for will not happen. Each man must make it come true himself.

ADVERTISING FACTS FOR THE SALESMEN

In an organization as large as Johns-Manville, Inc., it is always a task fraught with peculiar difficulties to bring a whole season's advertising activities into a spotlight compass so that it can be easily comprehended by the outside selling organization. happy result has been achieved by the company through its Book," a publication issued twice

a year. The "Red Book" for 1921 is a pretentious looking document of eleven by fourteen inches in size, containing sixty pages. It contains full-size reproductions of twenty-two page advertisements, ten spreads covering twenty pages and three four-page inserts cov-ering twelve pages. Many of these advertisements are in full color. Six full pages of reading matter are interpolated, presenting messages from the managers of the various departments. The book is bound in heavy red cover paper.

The book serves several purposes, the most important of which is its function of "sales and advertising portfolio," gathering together, as it does, into one place the company's complete advertising campaign in national, business, farm, trade and class publications.

Then the book is divided into departments, showing the sales organization for each line of products and the campaign of advertising for that line. Every page bearing an advertisement gives the names and dates of the publications in which it appears.

The message of the advertising manager, which directly follows that of the general sales manager on page one, makes interesting

reading. He says:

At the recent annual meeting the Association of National Advertisers, of which Johns-Manville is a member, a poll showed that over 70 out of 110 members were going to increase their advertising appropriations for the year 1921 and that only a very small per cent were going to decrease.

Johns-Manville, Inc., is among those who are going to increase. Why is this? Why do we invest more money in publicity in 1921 than we did in 1920 or back in 1919 or 1918? We do this for

three reasons:

"First: We believe in

product.

"Second: We believe in our men, and by this I mean not only people in our own organization, but our distributors, our dealers, all those who sell or apply Johns-Manville products.

"Third: Believing in our product and in our men we know that any reasonable advertising investment will be returned many times

"You have heard it said perhaps that the so-called buyers' strike is largely psychological and perhaps you have thoughtlessly replied that calling it names won't change it. But remember that the effect of advertising is entirely psychological. The country sound, it's going ahead, business is going to be better than ever for everybody. But concerns that have pursued and are pursuing a long-continued, well-considered advertising policy, concerns that are having the courage to make a bigger investment than ever before in broad national publicity are going to be quite a little bit better off than any of the others."

The schedule of mediums and copy shows a careful discrimination in the use of product and institutional appeal. The institutional copy, of which six specimen advertisements are shown, is at once broadly educational for the general reader and specific enough for

Mar.

the technical man. This section of the campaign is scheduled to run in national mediums. Its purpose is to serve the cause of fire prevention through the use of asbestos products in roofing and insulation and to blanket the whole consumer field. This phase of the advertising campaign acts as a "holding company" for the "product" advertising in the other fields.

The campaign for the Electrical and Automobile Equipment Departments is represented by a series of spreads on electrical products which is scheduled to run in the electrical trade papers. There are also pages for the machinery and engineering papers featuring the company's electrical distributors.

A particularly attractive section of the "Red Book" is that which features the four-page colored inserts for the automobile papers. Twelve such inserts are to be run throughout the year. These are directed at the garage man and feature Johns - Manville automotive equipment, such as clutch-facing, automobile tape, fuses, speedometers, etc., and carry on the fourth page a full list of distributors.

The campaign for the new asbestos shingles for residences is interesting, because it is a comparatively new product with the company and because the product itself has so many advantages and is one that is within the reach of the average house-owner. Patching a wooden shingle roof, or reroofing with wooden shingles, is forever done away with, the company says, for the asbestos shingles are laid right over the old wooden shingles with many incidental advantages. A little booklet, en-titled "Re-roofing for the last time," is featured in the advertisements and suggests profit, pleasure and permanence.

The asbestos shingle is also made the subject of a campaign in the breeders', farm and dairy papers. Building and architectural papers are likewise used.

A study of the copy of the entire campaign reveals the work of

many hands and minds-and real work, too. It is technical and engineering information most interestingly presented. But, besides all this, and therefore still more interesting to advertisers, is the way it is all related to the big idea of the prevention of waste. "Serves in Conservation" is a universal point of contact and a slogan with centripetal power. It brings a widely diversified line together with a single thought,

Pure Oil Company Appoints Advertising Manager

John T. Balkam, for several years in the sales department, and later in the sales promotion department of the Pure Oil Company, has been appointed

Pure Oil Company, has been appointed advertising manager, A campaign on this company's "Pur-tan" motor and tractor oils is now being placed in the agricultural papers of the Northwest through the Burns-Hall Advertising Agency, Milwaukee.

A. C. Klein at Milwaukee

A. C. Klein, who has represented The Shoe Retailer and The Shoe and Leasher Reporter, Boston, for the last year, has recently changed his head-quarters from Chicago to Milwaukee. Mr. Klein was, prior to his present connections, the advertising manager of the Union Special Machine Company of Chicago. pany of Chicago.

Hoover Has the Right Idea

The Hoover Suction Sweeper Company, North Canton, O., announces that its 1921 advertising campaign will exceed that of any previous year.

"The manufacturer who cuts down his advertising in 1921" it is asserted, "is penalizing his dealers. Hoover dealers

will receive even greater advertising co-operation than before."

Dalby Company Appoints Seaman Agency

The Thomas Dalby Company, maker of children's and women's knit underwear, Watertown, Mass., has placed its account with Frank Seaman, Inc., New York. After a merchandising investigation has been made, an advertising campaign will be undertaken.

Mountrey, Borden's New Advertising Manager

H. J. Mountrey has been made advertising manager of The Borden Sales Company, condensed milk, etc., New York. Mr. Mountrey succeeds A. H. Deute. now general sales manager, as recently reported in PRINTERS' INK.

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ew H. Are you selling your
Brands of
Food Products
to the
Families of
Philadelphia?



Philadelphia, "the city of homes" (with a population of 2,000,000), is said to be the most distinctly "home-making" city in the United States.

Within its city limits there are 390,000 separate dwellings, and its suburban zone is also closely built with the homes of Philadelphia's workers.

Knowing food advertisers concentrate in The Bulletin, it goes daily into practically every home in and around Philadelphia.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the Philadelphia newspaper "nearly everybody reads"—

The Bulletin

The net paid daily average circulation of The Bulletin for January was 497,102 copies.

Examine copies of The Philadelphia Bulletin and note the volume of Food advertising printed each day.

"I knew you would want facts"

"ITH the intensive selling campaign that you have planned for this year, I knew that you would need, in fact demand, an equally intensive advertising campaign. I knew you would want facts upon which to base your decisions—so I set out to get them.

"I mailed a questionnaire to 400 impor-

tant chief executives in differ-

ent parts of the country, addressing them to men in various lines of business. Two hundred replies came in and this was the result:

"Five weekly magazines with large general circulations were mentioned a total of 191 times; ten monthly general."

THE ASSOCIATED BUSINESS PAPERS, INC.

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191 eral magazines were mentioned a total of 160 times and ten business papers were mentioned a total of 171 times.

"But here is the big point—a page advertisement run just once in the five weeklies would cost \$16,555; a page advertisement run just once in the ten monthlies would cost \$12,310, and a page in the ten business papers run just once would cost only \$2,610!

"Now our product is sold to business men and these replies prove that business men read business papers. They prove that the business papers should be the 'cornerstone' of our advertising campaign. We can get adequate, in fact impressive, representation in a selected list of business papers at a reasonable cost and I propose that we make liberal use of them. Let us get the corner-stone of our campaign laid right and then we can talk about other forms of advertising."

And this advertising manager was right. Good business papers with their selected circulations reach groups of readers with tremendous buying power. To overlook them is to neglect to take advantage of one the most powerful sales promotion aids obtainable.

Any member paper of this Association will gladly furnish complete information as to the markets it reaches and certified statement of circulation. Write us for list of member papers and copy of Standards of Practice to which members must adhere.

A copy-man wrote the story—but a questionnaire provided the facts.

A.B.P.

"Member of The Associated Business Papers, Inc.", means proben circulations, PLUS the highest standards in all other departments.

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Shelf-Warmers

The dealer has no room for them these days.

He must move his goods—and move them quickly. He can't afford to tie up capital on slow-moving merchandise.

The quick-moving product is the product that is pushed. The manufacturer who gives dealer support in moving it is the manufacturer who gets dealer support.

The dealer needs your help today—needs it badly. And you need his. There must be concerted effort for the one big selling tug.

The most effective aid you can give him is advertising—intensive newspaper advertising that increases your orders by quickening his turnovers.

Dealers know that the newspaper moves their goods. Chicago dealers know exactly which newspaper moves them.

The Chicago Daily News, with a circulation exceeding 400,000, is the quickest, most effective means of creating a demand among over 1,200,000 buyers. Because this is true—and because dealers know it is true—it allies the whole-hearted support of every dealer in the field.

If you want dealer demand, create consumer demand. There is no quicker, surer way of creating both than through—

The Daily News

First in Chicago

Another Farm-Paper Publisher in the President's Cabinet

Henry C. Wallace Becomes Secretary of Agriculture, Which Iowa Farmers Deem a Good Augury

LIFE in the U. S. Department of Agriculture might be described as one good publisher after another, for E. T. Meredith, the retiring Secretary, who is publisher of Successful Farming, is succeeded by Henry C. Wallace, publisher of Wallaces' Farmer. Both are from Iowa.

Iowa citizens deem themselves as pretty good judges of men as

well as of corn and hogs, and it is a tribute to the new Secretary to say that the people of his State think "Harry" Wallace in the same way that they used to think of "Uncle Henry" Wallace, who was editor of Wallaces' Farmer from 1895 till his death in 1916. Henry Wallace, the father, was not only a good edi-tor and farmer, but a leader and an upbuilder, and Henry C. Wallace, the son, has carried

son, has carried his work on and upheld the standards which are summarized at the masthead of the paper—"good farming, clear thinking, right living."

Henry C. Wallace, who took his place in the Harding cabinet on March 4, is fifty-five years old, having been born in Rock Island, Ill., in 1866. He was a student in Iowa State Agricultural College, in which he afterward became a Professor of Dairying. He held this post for several years,

in the meantime maintaining his own farm and drawing on his own experience as a breeder and dairyman. His first connection with a farm paper was in 1893 when he became associated with *The Creamery Gazette*. Though he has since become a publisher and business man, he has never ceased to be a farmer, cultivating his own land, breeding his own stock, and

taking an active part in farm organizations.

Since Henry C. Wallace became editor of the paper made famous "Uncle Henry, he has labored to teach his subscribers not only good farming but good business management. He has concerned himself not only with the productive side but the economics of farming. He is constantly pointing out that it is not enough to raise good crops -they must be



Photo by Underwood & Underwood, N. Y.

HENRY C. WALLACE, SECRETARY OF
AGRICULTURE

marketed correctly. Nothing excites his scorn more than that conception of a farmer's functions which holds that the agricultural producer should merely work as long hours as possible, produce as much as possible, ake no account of the expenses incurred, sell the crop as quickly as possible at the nearest market station, take whatever price he can get, and be happy.

Mr. Wallace's views as to a modern farmer's duties are prob-

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ably best stated in a quotation from a recent editorial. In this he says that the farmer "is going to make a desperate effort to get farming on a business basis. He is going to study cost of production and adjust his operations accordingly. He is going to try to improve the present system of marketing crops and follow his crops further on the way to the consumer. He is going to demand a voice in the formulation of national policies which have an influence on prices of farm prod-He is going to require greater efficiency from the men who handle his crops until they reach the consumer."

This quotation seems to indicate Mr. Wallace's belief that the production of farm products is taking care of itself, but that there is something wrong with the distribution. It is reasonable to suppose that these views will be reflected in his work as Secretary.

flected in his work as Secretary.

The Wallace family has long been prominent in Iowa affairs and their name is regarded by the people of the State as a hallmark signifying integrity and dependability. To see a Wallace elevated to the cabinet is therefore a natural thing to all Iowans.

Agency in Akron Incorporates
The Ohio Advertising Company has
been incorporated to conduct an advertising agency business in Akron, O.
The officers are Victor H. Cunnynham,
president; C. R. Werking, vice-president; and C. E. Wade, secretary and
treasurer. Mr. Cunnynham has been
conducting an agency in Akron for over

a year.

E. Montes de Oca, until recently with the B. F. Goodrich Company, has been placed in charge of the agency's export advertising department, recently organized.

In Charge of Empire Cream Separator Advertising

H. C. McWhinney, vice-president of the Empire Cream Separator Co., Bloomfield, N. J., is now in charge of advertising in connection with the sales department of this company.

Condé Nast Buys Printing Plant

Condé Nast, publisher of Vogue, Vanity Fair and House & Garden, New York, has bought the Arbor Press, Greenwich, Conn.

"Red Devil" Account with Hirschberg

The Smith & Hemenway Co., Inc., Irvington, N. J., manufacturer of "Red Devil" tools and hardware specialities, has placed its account with Charles Autin Hirschberg, Inc., New York. Autional and business publications will be used. The General Chemical Company has placed the advertising of its "Hard-N-Tyte," a compound for increasing the resistance to wear of concrete floors, with this agency. The campaign for the present will include business publications in the architectural and engineering fields.

Boston Agency's Four New Accounts

New advertising accounts of the O'Connell-Ingalls Advertising Agency. Boston, are those of the O. A. Miller Treeing Machine Co., Cordo-Hyde Lac Co., United Last Co., and Hunt's Restaurants, Inc. The restaurant advertising will appear in New England nempapers, while the other accounts will be addressed to the shoe and leather trade. Walter H. Monahan, formerly con-

addressed to the shoe and leather trac-Walter H. Monahan, formerly connected with the United States Rubber Company and the Hyatt Roller Bearing Company, has been placed in charge of the O'Connell-Ingalls copy department.

Joseph B. Mills Heads Adcraft Club

The Adcraft Club of Detroit elected the following officers on March 3 for the year beginning April 1: President. Joseph B. Mills, publicity director of the J. L. Hudson Company; first viepresident, Arthur W. Winter, of Evan-Winter-Webb, Inc.; second vice-president, Edward R. Grace, of the Michigan Manufacturer and Financial Record; treasurer, E. P. Grierson, advertising manager The American Boy; and secretary, J. Lawrence Brubaker.

New Agency in Chicago

A new advertising agency, George J. Kirkgasser & Company, has been formed at Chicago. Mr. Kirkgasser the Cutler-Hammer Manufacturing Co. of Milwaukee. His associates are F. C. Smith, formerly of the McGraw-Hill Co., Inc., and Miss A. A. Buchholt, formerly office manager of Cutler-Hammer's advertising department.

Johnson Returns to "Printers'

Roy W. Johnson has rejoined the editorial staff of PRINTERS' INK after an absence of four years. During the interval he has engaged in agency work and for a year was advertising manager of Ames, Holden, McCready, Limited. Montreal. Mr. Johnson first joined the PRINTERS' INK staff in 1911.

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Syracuse, N. Y., Has New Agency

Charles H. Kaletzki, recently with the Stearns Advertising Company, New York, has established an advertising agency at Syracuse, N. Y. Before joining the Stearns agency, Mr. Kaletzki had been with the Syracuse Post-Standard.

J. S. Kuhne Advanced

J. S. Kuhne has been appointed sales and advertising manager of the Marvel Needlecraft Works, New York. Mr. Kuhne has been with this company as educational director.

T. A. D. Weaver with Bridgeport Newspapers

T. A. D. Weaver, formerly with the Chambers Agency, Inc., at New York, is now in charge of promotion work for the Bridgeport, Conn., Post and Telegram.

Cole Brothers Open Studio at New York

Clarence Cole and Walter Cole, recently with Charles Daniel Frey at New York, have established a commercial art studio in this city.

H. A. Antrim with W. W. Chew

H. A. Antrim, formerly with the New York office of the Philadelph'a Public Ledger, has become associated with W. W. Chew in representing the San Francisco Examiner, Los Angeles Examiner and Boston Sunday Advertiser.

Portland, Ore., Agency Changes Ownership

The Adcraft Advertising Agency, Portland, Ore., has been purchased by O. F. Haugen from Mrs. H. F. Linney and Mrs. H. C. Jeselson. The business will be continued under the same name.

Clough Agency Handles Life Insurance Campaign

The John L. Clough advertising agency, Indianapolis, is putting out a special newspaper campaign for the Indiana Association of Life Underwriters.

Tuttle Joins Randall Agency

Roger Tuttle, formerly with Critchfield & Company, Chicago advertising agency, has joined the Chicago office of the Fred M. Randall Company.

The George L.Dyer Company 4.2 Broadway New York

Western Offices
76 W. Monroe St.
Chicago



Newspaper, Magazine and Street Car Advertising

Publicity and Merchandising Counsel

Premiums Regain Popularity as Selling Helps

Manufacturers Now Turn to Useful Goods, Rather Than Ornamental, as First Aid to Advertising

THE premium is coming back.
This is another indication that advertising is overlooking nothing in its fight for business.

Concerns like Swift, Colgate, and Procter & Gamble have called in the premium to assist them in selling their goods. Other big firms tell PRINTERS' INK they plan

to do likewise.

During the war the premium proposition was outlawed as a non-essential. Then for a time business was gained so easily that the premium was all but for-

gotten.

It was even predicted by some advertising authorities that the premium never would return. It is not the most popular thing in the world among retailers. Opinion varies as to its real worth as a business-getter, some maintaining that it adds too much to the cost of doing business.

Yet here it is again as big as life-here to stay and to flourish as never before, according to the

indications.

'You can't get around the fact that the people want something for nothing," is the way a mem-ber of Swift & Company's sales department sizes up the proposition. "We would welcome a condition wherein we would not have to bother with premiums. But we are forced to recognize that premiums stimulate sales. As such they are not beneath anybody's dignity and their use is not to be taken in any way as a reflection upon the quality of a firm's goods or business methods. have tried both ways and we know.

"We are planning to enclose premium coupons in our packages of soaps. People will buy our soaps anyway, of course. But they will buy them more steadily and in greater volume if they thereby can accumulate coupons that will

entitle them to a valuable pre-

"Articles like soaps and toilet accessories will be bought by name. People get acquainted with their qualities and generally will insist on having them. But the premium coupon has a worthwhile effect in causing people to stay with certain brands steadily when on occasion they might buy Steady demand is the thing that builds up volume in the soap business."

DEMAND NOW IS FOR USEFUL PREMIUMS

There is a noticeable tendency now to offer useful rather than purely ornamental articles as premiums. Instead of bric-à-brac. cheap pictures and that sort of thing, the premium coupons now can be exchanged for staple, usable household necessities.

Procter & Gamble recently purchased a huge quantity of glass water sets to be given as pre-

miums.

Swift & Company's plans are not completed, but they likely will include the offering of aluminum kitchen utensils and crockery.

The turn from the ornamental to the practical in premiums is another sign of the times. People are drawing away rapidly from the fluffy in merchandise. It would seem then that premiums, to be popular, must be chosen in strict accord with general conditions.

"When times are good," said a man connected with the premium department of Rothschild & Company, a Chicago department store, "the larger percentage of our customers redeeming premium stamps call for ornamental things. right now the taste is exactly the opposite. People weigh values in premiums just as closely as if they were paying real money for them.

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The Engineer-Key Man of Industry

Fuel - Metals - Chemicals

Machinery - Power - Electricity

Construction - Transportation - Communication

 the basic elements of the great industrial structure of civilization
 all depend upon engineering brains and accomplishment.

The Eleven McGraw-Hill Engineering Publications

give authentic information, service and leadership to the active group of men in control of the operation and expansion of these essential industries.

McGraw-Hill Company, Inc.

Tenth Ave. at 36th St., New York

New York

Coal Age
Electrical World
Electrical Merchandising
Electric Railway Journal

Power
American Machinist
Ingenieria Internacional
Engineering News-Record

Engineering and Mining Journal Chemical and Metallurgical Engineering Journal of Electricity and Western Industry

Mar.



21 Money Crops in the Agricultural South

That shows the versatility and the economic independence of the 13 states covered by the S. N. P. A.

The South raises those crops to sell. They are big crops, too,—big enough to be sold throughout the country. They keep the Southerner well supplied with ready money.

10, 1921

These crops differ from the crops in other sections in this way:

The South is raising its crops from January to January. There are always more crops "coming in" while others are being sold. This means a steady prosperity, with no "off season."

Crops alone would make the South rich. (The wealth in Southern manufacturers and Southern minerals is still another thing—a very important thing.)

The 1920 crop values of the leading Southern products were as follows:

Cotton\$1,646,82	28,000 Sweet Potatoes. \$118,750,000
Corn 1,283,80	
Oats 171,10	
Wheat 280,00	
Barley 2,79	2,000 Peanuts 80,000,000
	06,000 Fruits and Nuts. 146,000,000
Hay (Tame and	Beans and Peas. 52,000,000
Wild) 374,97	6,000 Vegetables 310,000,000
Tobacco 480.00	

If you have something to sell, cultivate the Southerner—the buyer who has money and needs the year round.

The Promotion Department of the Newspapers in the S. N. P. A. can show you the way to result advertising.



SOUTHERN NEWSPAPER PUBLISHERS' ASSOCIATION Chattanooga, Tenn.

Try it out in Representative Milwaukee

National Advertisers Benefit Through The Retailer's Journal

March 16 marks the first issue of The Retailer's Journal—an eight page monthly newspaper published by The Journal to fill a vital need.

The Retailer's Journal will be filled with valuable articles on current business conditions in Milwaukee. It will contain sales ideas for the dealer—symposiums of merchandising ideas—notes of advertising campaigns—and other interesting features.

Merchants and jobbers in every line of trade will receive it regularly.

The Retailer's Journal will show dealers and jobbers the purposes and power of advertising. It will enable national advertisers and advertising agencies to win greater confidence and co-operation.

You'll approve of The Retailer's Journal. May we send you a copy of the first issue?

The Milwaukee Journal

HARRY J. GRANT, Pub. R. A. TURNQUIST, Adv. Mgr.

O'MARA & ORMSBEE, Inc.

Special Representatives

New York Chicago

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We advertis results gether panying We la articles this or readers

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Advertising a Real Bargain Sale of Clothing

Reasons for Low Prices Were Obviously True and Sales Were Five Times Greater Than on Any Previous Day

HART SCHAFFNER & MARX Сигсадо, Feb. 28, 1921.

Editor of PRINTERS' INK:

We are sending you a copy of an advertisement which brought remarkable advertisement which prought remarkable results for one of our customers, together with a little story on the accompanying sheet, which tells about it.

We know that you often make use of
articles of this kind, and believe that
this one will be of interest to your

readers.

0, 1927

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HART SCHAFFNER & MARK.

HERE'S an adver-100 suits in one day in a very small clothing store whose previous high record for a single day's busi-ness had been nine-

teen garments.

In addition it was used as an object lesson in honest advertising in the School of Commerce of Northwestern University, and proved so convincing that a number of students and even an instructor or two took advantage of the sale to replenish their wardrobes.

The store is located on a residence street in Evanston, Ill., nationally known as the "classic" or "highbrow" suburb of Chi-

The clothes which it was desired to sell were the left-overs of several seasons, in colors, styles and materials which had not proved popular with discriminating buyers.

You couldn't give those clothes away in Evanston," said the manager of the store. "Our trade is the

most fastidious in the country."

You know every merchant, no matter where located, thinks he has a particular kind of trade, or some special situation which makes his problem different from all the

The advertising department of Hart Schaffner & Marx, however, thought that human nature in Evanston was very much the



100 suits Hart Schaffner & Marx make practically given away

Beginning Saturday, Feb. 19th

We'll be frank about this.

These suits have been in stock for two or three seasons.

They are not in the very latest styles.

Some are in colors and patterns that have not proven most popular

Some seem to be just as attractive as any we have, but for remons we cant explain, haven't sold well.

Every one is all wool Every one is well tailored Every one is in perfect condition

You see men-well dressed men, too wearing suits just like them every day; suits they've had for a sesson or two.

Why not get one or two of these suits now when you can get them at one-third or one-fourth of the original price? Sale opens Saturday morning, February 19th.

It won't last long.

We sell no clothes but Hart Schaffner & Marx'

MacFarland-Ehmen Co.

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same as anywhere else, and persuaded the manager to run the advertisement.

It appeared Thursday and Friday afternoons.

There was a crowd in front of the store when it opened on Saturday.

When it closed that evening iust two of the suits remainedone so small no one could get into it, and one which seemed to have been designed for a fat man in a circus.

At least 250 men had applied for the suits during the day, and as a number of the early comers bought more than one suit, the great majority necessarily was disappointed.

One result of the advertisement was that since it appeared sales of higher-priced clothes have been much larger than before,

Heads Direct Mail Convention Committees

J. A. Priest has been appointed general chairman of the local committees in charge of the 1921 convention of the Direct Mail Advertising Association, which will be held in Springfield, Mass., October 25 to 28. Mr. Priest is advertising and sales director of the J. H. Bordeaux Company, Springfield, advertising and printing. He was formerly advertising manager of the Worcester Gazette and advertising manager of the Hendee Manufacturing Company. Company.

Columbus, O., Has New Agency

T. R. Harris, for the last two years with the Mumm-Romer Co. of Columbus, O., has started an advertising agency in this city. Associated with him are J. D. Grafton, in charge of production, formerly with the Bush Advertising Service, and Tom Cooper, for the last four years with the Canadian Army, director of art.

A. D. Collins with Tacoma Better Business Bureau

The Tacoma, Wash., Better Business Bureau is now under the management of A. D. Collins, formerly of The Wall Street Journal, New York.

Toledo Agency Has Willey Vulcanizer Account

The Willey Universal Vulcanizer Co. of Battle Creek, Mich., has placed its account with the Clarence B. Keemer Co., of Toledo, O.

Selling Lighting Fixtures to the Consumer

The advertising account of the Rivine Brass & Bronze Co., New York, man-facturer of lighting fixtures, has been obtained by Alfred J. Silberstein. A newspaper campaign, in which seven of the metropolitan papers are being used, is starting this month. The product is being offered direct to the consumers.

uct is being onested.

The Silberstein agency is also now handling the advertising of the Wanges Umbrella Co., "Forget-Me-Not" Unbrellas; Manufacturers' Garment Camail-order wearing apparel house, and John Forsythe, haberdasher—all of New York.

W. J. Wilson in Los Angeles Print Shop

W. J. Wilson has resigned from TeGeo. F. Eberhard Co., San Franciso,
to become business director of Tie
Citizen Print Shop, Los Angeles, of
which his brother, Stanley B. Wilson,
is manager. Arthur E. Durie, formerly
representative of the Eberhard company
in Los Angeles, has also joined The
Citizen Print Shop.
W. J. Wilson had been with the Eberhard
company since 1910. When he
left the company he was first vice-president and assistant manager.

O. R. French Joins Indianapolis Printing Company

Oakleigh R. French has resigned at an account executive of the Russel M. Seeds Co., advertising agency, Indiapolis, and has been made manager of the advertisers' service départment of the Printing Arts Co., of the same cip. Before going to the Seeds company, Mr. French was a member of the advertiging department of the Goodyear Tim & Rubber Co., Akron, O.

Los Angeles Agency Formed by E. W. Hewston

E. W. Hewston, new business and account executive of the L. S. Gillham Company of Los Angeles, resigned March I and has organized the E. W. Hewston Agency in that city.

Mr. Hewston was formerly with the H. E. Lesan Advertising Agency, New York, and had been a member of the editorial staff of the New York Herald.

Railroad Advertises Promptness

The Illinois Central Railroad Company is running some newspaper stretting saying that "Illinois Central System Passenger Trains Are Noted for Being on Time." The advertisment contains a tabular statement social ment contains a tabular statement showing the percentage of on-time arrivals at final destinations for each most during 1920. The president of the road, C. H. Markham, extends another invitation for constructive criticism and suggestions. 1501,0

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You "Gotta" Have Juice to Sell Electric



THOUGH only 55.8% of the homes in the larger cities of the United States have electric current, more than 76% of Indianapolis homes have juice. Yet only 8.5% of Indianapolis homes actually have electric washers in operation

Appliances

Could a situation be found for more profitable selling of electric appliances? And in addition 15.9% of the farm houses in the Indianapolis Radius have electricity in comparison with 7% of the farm homes in the country at large. Dominant advertising in the dominant newspaper of this market will produce remarkable results in selling electric appliances. Send for an analysis of electrical appliance situation recently compiled by the merchandising department.

now.

THE INDIANAPOLIS NEWS

New York Office DAN A. CARROLL 150 Nassau Street FRANK T. CARROLL Advertising Manager Chicago Office J. E. LUTZ First National Bank Bldg.

Mar

Advertising in Railway **Tournals**

The Minneapolis office of Critchfield & Company, advertising agency, has obtained the account of the Fairmont Gas Engine & Railway Motor Car Com-pany, Fairmont, Minn. The campaign will be run in railroad publications and railroad employees' magazines throughout the United States and Canada.

Harsh & Chapline Appoints Gundlach

The Harsh & Chapline Shoe Company, of Milwaukee, has appointed the Gundlach Advertising Company, Chicago, as its advertising agent. The immediate advertising plans involve the further development of the mailorder publicity idea which was described in Printers' INK of January 27.

Joins Chicago Elevated Advertising Company

C. Wadsworth Hake has been made director of merchandising, promotion and research work of the Chicago Elevated Advertising Co. Mr. Hake was previously in the brokerage field, specializing on introductory and direction of sales work for nationally advertised products.

Six Point L'eague to Hear A. H. Deute

The monthly luncheon of the Six Point League, newspaper advertising representatives, will be held on March 15 in New York at the Hotel McAlpin, at 12.30 P. M. The speaker will be Arthur H. Deute, general sales man-ager of the Borden Company, New

Richmond, Ind., Account with Sidener-Van Riper

The Richmond Safety Gate Company, Richmond, Ind., is entering upon an enlarged advertising programme featuring fire and warehouse doors and safety gates for elevators. The campaign is being handled by the Sidener-Van Riper Advertising Company, Indianapolis.

New Conover-Mooney Account

The Dernell Potato Products Company, of Chicago, has appointed The Conover-Mooney Co., of that city, as its advertising agent. Newspaper advertising will begin shortly on "Dernell Goldenerisp" potato chips.

Mills & Gibb Account with Chicago Agency

The Matteson-Fogarty-Jordan Com-pany. Chicago advertising agency, is now handling the advertising of Mills Gibb Corporation, textiles, New York City.

Poor Richard Gets an Assignment

J. Hampton Moore, Mayor of Phil-delphia, in addressing a co-club men-ing held by the Poor Richard Club or ing held by the Poor Richard Club or March 3, to start plans for an expection in 1926, announced that the Poer Richard Club would be looked to usell the city of Philadelphia to the world—its art, science, literature, his world—its art, science, literature, but world—its art, science, literature, but world—its plans further crystallize the Poer Richard Club will be placed es manue on the committee "to see the jubilitation." on the committee

Indianapolis Company Appoints Mark E. Hamer

Mark E. Hamer has been appointed advertising manager of the Martin-Parry Corporation, Indianapolis. Mr. Hamer has been director of the commercial research department of the Sidear-Van Riper Advertising Company in Indianapolis. He formerly was in the advertising department of the Nordyke & Marmon Company.

J. Newton Nind Dead

J. Newton Nind, president of the Periodical Publishing Company, Grand Rapids, Mich., died at his winter home in St. Petersburg, Fla., March 6. Be was 67 years old.

The Periodical Publishing Company is publisher of the Grand Rapids Funiture Record, Furniture Manafacture and Artisan, and the American Funeral Director.

Director.

With Raymond E. Lovekin in Philadelphia

Alexander B. Garwood, formerly a copy writer and detail man with the Chas. Blum Advertising Corporation, Philadelphia, is now with Raymond E. Lovekin, advertising service, also of Lovekin, ad Philadelphia.

J. F. Carter with Milwaukee Agency

J. F. Carter has joined the staff of the Burns-Hall Advertising Agency, Milwaukee. He has recently been with The Farm Journal and previous to that with Doubleday, Page & Co., and Arches A. W.; with Doubleday, Pa Archer A. King, Inc.

Toledo Advertising Service Changes Name

The Stockford-English Company, advertising service, Toledo, O., changed its name to The C. C. Stockford Company on March 1.

Frederic N. Dodge, formerly assistant advertising manager of the Dark Motor Car Company, is now Cleveland sales manager of the Baker-Fisk-Hugill Co., Detroit.

Terre Haute Rich Market For the National Advertiser

Terre Haute is, in many ways, one of the most fortunate of American cities. Its location is practically in the center of population: its transportation cannot be excelled: it is in the center of one of the world's largest coal fields, and has an abundance of labor.

All of these advantages make for the prosperity of the manufacturer, which, of course, also makes for the prosperity of labor. Such a combination, added to a rich agricultural district, which does its trading in Terre Haute, naturally creates a valuable market for the National advertiser.

The working population of Terre Haute alone spend around \$25,000,000 yearly, while the miners' wage in the Terre Haute trading territory reached \$37,000,000 in 1919. This, in addition to the spending power of the agricultural section, produces a prodigious buying market for Nationally advertised goods.

National advertisers who are unfamiliar with the opportunities offered by The Greater Wabash Valley Empire, will do well to write for the analysis of this territory which has been prepared by The Terre Haute Star, the dominating newspaper of this section. The Terre Haute Chamber of Commerce will be glad to furnish complete data to interested manufacturers who are seeking new locations.

The Terre Haute Star, The Muncie Star and The Indianapolis Star offer to discriminating advertisers the most effective and least expensive method of covering Indiana. They comprise

The Star League of Indiana

The Greatest Combination of Quality Circulation in Indiana

Eastern Representative: Kelly-Smith Co., Marbridge Bldg., New York Western Representative: John Glass, Peoples Gas Bldg., Chicago

OF THE SHAFFER GROUP OF NEWSPAPERS

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-and in Mexico STEPHEN BONSAL

WITH new American and Mexican presidents and congresses in power, now begins a most important period in our relations with Mexico—certainly the most vital period since Porfirio Diaz fled.

Stephen Bonsal knows Mexico.

He was present at the Madero revolution in 1910-11, visited that country on a special mission for our Department of State in 1915, and was advisor at the American-Mexican conference in 1916.

This special experience, combined with Mr. Bonsal's wide knowledge of world affairs, gained in his career of 35 years as diplomat and war correspondent, eminently fits him to observe and interpret Mexican events.

PUBLIC

The staff of the Public Ledger has been called "perhaps as brilliant an array of notable journalists and publicists as any single newspaper has ever brought together." 1921

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Mr. Bonsal is one of 29 staff correspondents of the Public Ledger Foreign News Service.

LEDGER

PHILADELPHIA
CYRUS H. K. CURTIS, Publisher

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"The Magazine Is Here"

Some mornings the mail is especially interesting. Here is a letter from the editor of one of the house organs which we print. He starts out by expressing his "sincere appreciation and thanks" for the way in which we handled the March issue. He comments on the delays at his end, the short month and two holidays, which made him "seriously doubt" the possibility of our delivering on time.

"However," he concludes, "this is March 1st, and the magazine is here."

After all is said and done, it's the making good, even under great difficulty, that really counts. We had reasons aplenty for being a week late, but we knew the customer would have a strong preference for delivery of the goods rather than excuses.

0 0

CHARLES FRANCIS PRESS

461 EIGHTH AVENUE, NEW YORK CITY
TELEPHONE LONGACRE 2320

Germany Favors International Registration of Trade-Marks

Reasons Governing Decision to Adhere to Madrid Arrangements Also Applicable to United States

By Chauncey P. Carter

successful manner in $\mathbf{\Gamma}^{ ext{HE}}_{ ext{which}}$ successful manner in istration of trade-marks provided for in the Buenos Aires Convention of 1910 is working out, is reviving interest in the proposal that the United States adhere to the Madrid Arrangement of 1891. This provided for the interna-tional registration of trade-marks and is now effective in the following countries: Austria, Belgium, Brazil, Cuba, Spain, France, including Algeria and Colonies, Hungary, Italy, Morocco, Mexico, Holland. including the East Indies, Surinam and Curacao, Portgual, including the Azores and Madeira, Roumania, Switzerland, Czechoslovakia and Tunis. Of these countries, only Brazil, Cuba and Mexico have also signed the Buenos Aires Convention, and of these only Brazil and Cuba are now giving it full force and effect. Our adherence to the Madrid Arrangement would make it possible for an American firm to protect a trade-mark in some twenty-eight countries by means of two registrations that together would cost less than is often expended for protection in a single country.

The failure of the United States, Great Britain and Germany to adhere to this Arrangement when originally concluded is believed to have been due to the fact that the law of each of these countries provides for a preliminary examination of a trade-mark for which registration is solicited prior to the grant of registration, in order to determine whether the mark is (1) anticipated, or (2) contrary per se to law, whereas the Arrangement in question was originally thought to require the acceptance by each country of every internationally registered mark regardless of

whether it might be contrary to the domestic law or anticipated. It is significant, however, that other countries having a preliminary examination have adhered to this Arrangement without subsequent difficulties, as follows: Spain (from the origin), Holland and Portugal from 1893, Brazil from 1896, Cuba from 1905, Austria-Hungary from 1909, Czechoslovakia from 1919, and Roumania from 1920.

In the course of the Congress of the German Association for the Protection of Industrial Property which took place in Berlin last October, a report on this subject was submitted which resulted in the adoption of a resolution favoring the adhesion of Germany as soon as possible to the two Arrangements of Madrid (the other Arrangement refers to the mutual suppression of false indications of origin).

indications of origin).
Considerable of the discussion hinged around the meaning of the French word "deposer" in the Arrangement. This word means literally "to deposit" and is the term applied to the act of depositing a trade-mark in those countries like France, where there is no examination and where the act of deposit corresponds to and embraces, as it were, our "application" as well as our "registra-tion." Hence, if one speaks of "filing" a trade-mark in France, he is really referring to the complete act of depositing a trademark, there being no grant of registration, whereas in the preliminary examination countries the term "file" refers only to the application for registration and by no means covers the grant of registration. It will be seen, therefore, that much may depend on the way in which this term is translated.

Article 1 of the Arrangement permits the international registration only of those marks which have been accepted for "depot" in the country of origin. Now, then, is a mark for which application for registration has been filed in the United States Patent Office one which has been accept-ed for "depot" in the United States? Moreover, Article 4 of the Arrangement provides that a mark internationally registered shall enjoy in all of the contracting countries the same protection as if it had been "deposee" under the local laws of each country. Here again we must inquire whether an internationally reginquire istered mark should be given the same protection in the United States as a mark, (1) for which application for registration had been filed, or (2) which had been registered under our domestic law. In favor of the last solution is Article 4b of the convention, which use the words "de-posee" and "registered" in the same sense, whereas Article 5 may be cited in favor of the former contention since it gives to the contracting countries the right to refuse recognition to an internationally registered mark.

For a solution of this problem, the German association referred to the Paris Convention of 1883, which is a general convention concerning industrial property to which the United States has adhered, and by comparing the use and meaning of the term "deposer" in the general convention with its use in the Madrid Arrangement, it was decided that its meaning in the latter Arrangement so far as countries with preliminary examination are concerned is synonymous with the term "to file an application for registration of," and does not include or comprise the grant of registration.

It appears, therefore, that if the United States should adhere to this Convention, anyone who had regularly filed an application for registration of a trade-mark in the United States Patent Office would have the right to apply for and obtain international registration, whereas every international registration affected by a citizen of another adherent country would be treated by our patent office merely as a mark for which application for registration had been duly filed here.

Consideration was also given to that provision of the German law which requires the appointment or designation of a representative in Germany of the registrant on whom process or legal notice may be served (the law of the United States has a similar provision), but it was shown that the International Bureau really takes the place of such representative and that although Italy, Holland and Curacao also have such a provision in their laws and have been members of the Arrangement for many years, they have never encountered any difficulty on this score.

With reference to the other Arrangement of Madrid, i. e., that referring to the suppression of false indications of origin, it was shown that the Treaty of Versailles was considerably more forceful in this respect than the Arrangement in question, so that there could be no good reason for Germany's refusing to join this Madrid Arrangement.

WILL BRING PRESSURE TO BEAR IN UNITED STATES

From the above, it may be expected that Germany will shortly adhere to these two Arrangements, and when this has taken place, or even before, interest in these two Arrangements will, no doubt, be revived in England and the United States, since it must be recognized that if Germany becomes a member of these Arrangements and particularly the one providing for the international registration of trade-marks, she will have a considerable advantage in the matter of foreign trade-mark protection over her rivals, the United victorious States and Great Britain, and for no good reason save inertia on the part of the governments of the two English-speaking nations and an unwillingness on the part of the interests in both countries

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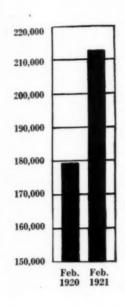
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212,774

was the average net paid daily circulation of The Sunpapers (Morning and Evening) for February, 1921.

¶ This is a gain of 32,990 over the average circulation for February a year ago.

■ Each day of every week The Sunpapers cover the Baltimore territory with their home delivered circulation.

Write our Service Department for data on the Baltimore market.

Everything In Baltimore Revolves Around THE SUN

Morning

Evening

Sunday

JOHN B. WOODWARD Times Bldg., New York GUY S. OSBORN Tribune Bldg., Chicago

Baltimoreans Don't Say "Newspaper" —They Say "Sunpaper"

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that would be most benefited by adherence to these Arrangements to work for such adherence, which unwillingness is supplemented by a vast ignorance of the existence of these Arrangements and the reasons for our non-adherence to date.

The writer, as a government official over the signature of the Secretary of Commerce, and subsequently as a private individual, has brought this situation squarely to the attention of the Patent Office and the Department of State, but so far without results other than an expression of non-objection to adherence on the part of the Patent Office and a statement from the State Department that the matter "is being considered by the department."

A committee of exporters interested in extending our parcel post facilities have done wonders through the Post Office Department; perhaps a similar committee interested in facilitating protection of American trade-marks abroad will some day be formulated and do as much through the State Department, and if necessary with the Patent Office and Department of Commerce.

Encouragement for the Maker of New Products

Whenever a man starts to launch a new enterprise or sell a useful but hitherto unheard-of article, let him stop and recall what happened when bathtubs were first introduced. Within the memory of many people still living, the bathtub was lambasted as a menace to democratic simplicity and a danger to health.

An ordinance was introduced in Philadelphia—and almost passed—to prohibit bathing between November and March. Boston made bathing unlawful except on medical advice. Virginia imposed a tax on bathtub owners of \$30 a year. Yet everybody knows now that having a bathtub in the house is a first-rate idea. Bathing was probably even more needed then. But people resented bathtubs because they were new. Many new ideas are made commercially successful. But usually there are difficulties. The public resents a novelty.—The Nation's Business.

Returns to Seaman Agency

F. G. Yaniz, recently in charge of the foreign department of The Martin V. Kelley Co., has returned to Frank Seaman, Inc., at New York.

Federal Trade Commission Overruled in Curtis Case

In a voluminous opinion handed down March 2, the United States Circuit Court of Appeals set aside the restraining order of the Federal Trade Commission against the Curtis Publishing Company, issued July 21, 1919. The order restrained the Curtis company from forbidding its distributing agents from handling the publications of its competitors, and was the result of complaints entered by the Pictorial Review and the Crowell Publishing Company. Upon a review of all the facts in the case, the Court decides that the system of distribution built up by the Curtis company was created by its own exclusive efforts, and at its own expense in which no other publisher shared: and that it is not therefore restraint of trade to forbid other publishers from making use of that system.

or a state to the control of paints from making use of that system.

Of special interest is the court's comment on the section of the Clayton Act which forbids the sale or lease of merchandise on condition that competing goods or supplies shall not be purchased or used. In this decision the court specifically limits the scope of that section to the literal meaning of the words used, and declares that agency agreements for the sale of merchandise are not affected by its provisions.

New Washing Machine Company to Advertise

Frederick C. Sebulske, formerly a director of the Mallory Industries and general manager of the Crystal Washing Machine Division of that company, announces the organization of the Sunny Line Appliances, Inc., to manufacture washing machines and other household specialties, with factory and headquarters at Detroit. Distribution will be through the department stores, electrical specialty stores and other large outlets for washing machines, and the initial effort will be in thirty leading cities.

A sum of \$100,000 has been appropriated for the preliminary campaign, which will be placed through Brooke. Smith & French, Inc., Detroit, advertising agency.

Boston Advertising Service Changes Name

The name of the Leonard Etherington Advertising Service. Boston, has now been changed to the Etherington-Everett Service. W. W. Everett, recently publicity and merchandising manager of the Shoe & Leather Reporter, Boston, joined the firm the first of this year.

Curtis W. Post Joins Pittsford Company

Curtis W. Post, until recently with Ralph Fletcher Seymour, of Chicago, designer and publisher of books and advertising literature, is now with the Ben C. Pittsford Company, Chicago.

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ng oThe Ives Ice Cream Company, of Minneapolis, is back in The Minneapolis Tribune with a series of beautifully-illustrated and attractively-written and displayed four-column advertisements. This company is a consistent advertiser and has built up a large business throughout Minneapolis and adjacent states by the use of Tribune space.

The Minneapolis Sunday Tribune has instituted an electrical department, which it will promote on the same energetic basis as that which marked its development of the automobile industry when in its infancy. The Tribune believes that there is a wonderful future for the creation and merchandising of electrical household appliances as well as in the use of electrical equipment in the manufacturing and automotive fields, and, following its established policy of promoting industry that promises the betterment of home and business conditions, it has established its new electrical department. Substantial patronage of the department by manufacturers of various electrical devices, both at home and throughout the nation, indicate that The Tribune's promotion of the electrical industry in the Northwest is meeting with general approval.

The Northwestern National Bank, of Minneapolis, one of the four great banks of the Northwest, always a consistent and logical newspaper advertiser, has attracted unusual attention in the past months by the use of striking, unusual and extremely original display advertisements in The Minneapolis Tribune. In the latter part of 1920 it aroused a great deal of comment by calling attention to the fact that its savings bank was open evenings by the use of the pictures of famous clocks in various

parts of the world, showing that when it was 6 o'clock in the evening in Minneapolis it was a certain hour in that part of the world the famous clock of which was shown. Thus, by fixing the usual closing hour of most business houses it emphasized the fact that its savings bank was open evenings. Now this bank is carrying in The Tribune a series of advertisements under the title of "Strength." Illustrations of athletes, fortresses and other emblems of strength emphasize the strength of the bank as a financial institution.

Critchfield & Co., of Chicago, one of the big advertising agencies of the country, believes in taking its own medicine. It believes that advertising is so good a thing that it is advertising its business as the producers of advertising for advertisers, and in addition it is advertising the faith it has in advertising in general at this time as a stabilizer of business conditions and as one great force that can aid most materially in bringing business around to normal again. For instance, one paragraph of the Critchfield Company advertisement reads: "Those who go out now with an aggressive, sound sales policy have a rare opportunity to gain a dominant place in their industries. It has been done in similar periods. It can be done again." The Minneapolis Tribune has been selected as the exclusive newspaper medium in Minneapolis for the publication of four full pages of this splendid institutional advertising by the Critchfield Company, the first of which appeared March 4.

The Federal Advertising Agency has sent the Minneapolis Tribune a schedule and copy for a series of ten display advertisements for Weingarten Bros. to run Sundays throughout the apring months.

Member A. D. C.

FIRST miss City

FIRST In its State

FIRST in its Federal Reserve

The Minneapolis Tribune

Is the oldest and best daily Newpaper published in Minneapolis.

Has the only 7-day Associated
Press franchise.

Press franchise.

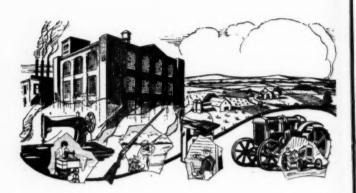
Accepts no questionable advertising.

Makes no trade contracts.

Is cautious as to its credits.

Has the largest total circulation.

Has the largest home carrier circulation



How can you make the most of the farm market?

While recognizing the importance of the farm market is, undoubtedly, a step in the right direction, it is after all only the first step.

Taking for granted an aggressive campaign for farm business, finding the most direct way of influencing those rural homes which can reasonably be expected to buy your product is, obviously, of prime importance and, fortunately, the principles involved in judging farm papers are clean cut.

For, now that the destination of every advertising dollar must again be charted with more than ordinary care, these four simple principles have an increasingly important place in the selection of advertising mediums:

- Every reader must pay the full subscription price
 —proving that he wants the publication for itself alone.
- (2) Strong reader confidence is best evidenced by the percentage who renew their subscriptions year after year.
- (3) R.F.D. circulation surely comes first on a farm paper—by their very nature agricultural publications have very little appeal for the city reader.
- (4) The circulation must be concentrated in desirable territory.

On every one of these four counts, FARM AND HOME gives full value.

On count one—FARM AND HOME subscribers do pay the full price—without the inducement of free premiums, canvassers, contests or any other artificial stimulant.

Count two—over 51% of the names on FARM AND HOME'S subscription lists are renewals—the largest percentage of any National farm paper.

Count three—with over 80% truly rural circulation, FARM AND HOME tops every other National agricultural publication, with one hairbreadth exception.

On count four—FARM AND HOME covers the best 28 states—states where ability to buy is coupled with ample transportation and distribution facilities.

Furthermore, FARM AND HOME'S circulation is divided into individually edited Eastern and Western editions, so that you can, without waste, reach just those states where the advertising will do the most good.

FARM AND HOME maintains a Sales Research Service, which is at your disposal without obligation, in helping to determine what there is in the farm market for you.

Do you receive the tuneful house organette, "Inside Stuff"?—if not, ask to be put on the mailing list.

FARM-HOME

The National Magazine of Rural Life

PHELPS PUBLISHING CO., Publishers

DAVID R. OSBORNE, Advertising Manager

SPRINGFIELD, MASS.

30 North Michigan Avenue, Chicago 315 Fourth Avenue, New York Oneida Building, Minneapolis, Minn.



Write for This Booklet

This Survey of the "Present and Prospective use of Industrial Trucks for Interior Transportation in Textile Mills" analyzes what is perhaps the greatest single market for trucks.

It contains statistics, charts, photographs and other valuable information for manufacturers of power trucks, tractors, hand trucks and trailers. The demand for this booklet has already far súrpassed expectations. If you want a copy write for it NOW!

For information as to the sales possibilities for other products in the Textile Industry write for a copy of "Selling to Textile Mills."

Textile World

Audit Bureau of Circulations, Associated Business Papers, Inc.



BRAGDON, LORD & NAGLE CO.
334 FOURTH AVENUE. NEW YORK

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The High Cost of a Non-Advertising Policy

Time to Start to Correct the Mistakes of the Past

By I. E. Bullard

VOLUMES have been written about the huge fortunes that have been made as the direct result of advertising. In fact, so much has been said on this phase of the subject that some of our law-makers acquired a danger-ously erroneous idea of the true function of advertising in selling. This has made it necessary to devote a little more attention to teaching the general public some of the advantages that the consumer derives from thoroughly modern merchandising methods. Comparatively little, however, has ever been written about the excessive tax that all of us are paying to support concerns and industries that do not advertise. This tax is paid not only in money but in human suffering. It is obvious that any product or service that does not possess true merit is detrimental to society and should be suppressed.
We read of big apple crops rot-

ting on the ground because people don't go to the orchard to buy them, and middlemen don't buy them because they don't know whether or not they will be able to sell them. As a result of these apples rotting it will not be possible for people to eat as many apples as they otherwise would, and they will have to pay more for what they do buy. The farmer will not plant as many new orchards as he would if there was a sure market for the apples he raises now. If he is to continue to raise apples the people who eat them will have to pay enough more in the years to come to offset what the farmer has lost this year. Because the farmer does not advertise the fruit that grows in his orchard, we have to pay millions of dollars a year for inefficient methods, and have less fruit to eat.

The same holds true in regard

to all other farm products. Because the farmer does not advertise, we are paying the price in having farms abandoned, in having discouraged farmers, in having a serious farm-labor shortage and in high prices for farm prod-This is truly a very serious price to pay.

In the manufacturing field, however, we are paying a still higher price. Woolen mills shut down because people don't come to them and buy their product. They shut down because they don't advertise, because they don't create a market for their goods. A couple of months' shutdown causes a sufficiently serious shortage of goods to keep the prices up higher than they otherwise would be, but this is not so costly as its effect upon labor.

We are trying to persuade labor not to strike. How can we do this if employers continue to shut down their plants at short notice? If labor cannot be assured of permanent employment, if it cannot be assured that the employer will not shut down his plant because he has insufficient business ability to maintain a constant demand, how can we expect that labor can be persuaded that our present system is better than government ownership or some form of complete labor control? As long as he doubts the ability or the honesty of the employer he will continue to place less and less trust in him.

NOT SOUND ECONOMICS

This practice of speeding up production and boosting prices until demand breaks and then completely shutting down the plant is at the bottom of about 99 99/100 per cent of all our labor troubles. No reasonable person can blame labor for getting all that it can while the getting is

good, and of holding back production as much as possible in order to keep the getting good, when the employer is setting the example by charging all the traffic will bear, but making no effort to stabilize conditions or to create a steady and permanent demand for his product. His action alone, his failure to advertise, creates conditions which foster industrial warfare. He is fighting with the public to get all he can out of them. His employees are fighting with him and the public is fighting with both.

Warfare, however, is very ex-The millions in wages pensive. that the strikers lose every year that business is prosperous represent only a fraction of the total loss. More is lost in the higher prices that have to be paid by the consuming public in order to support this warfare, in the lack of harmony between the different factors required to carry on business, in the state of distrust and suspicion that exists. Who is there who for a moment could imagine that the original thirteen colonies could have developed into the present United States if the colonies had not joined forces and formed an undivided union? the colonies constantly fighting each other, as most cer-tainly would have been the case, with possibly a score of internal wars since the Revolution instead of the one, great progress could not have been expected. This constant warfare between called capital and labor is being waged because neither side is advertising to the extent that it should.

EMPLOYEES STILL SUSPICIOUS

One of the most expensive failures that has taken place in modern business is that of so many concerns and even industries to sell the concern or the industry to the laborers, to wage-earners and possibly even to the salaried employees. Any manufacturer or business man would surely feel chagrined if he lacked the ability to sell his goods to the public in such a manner that the competition of the ordinary street

faker who might make similar products in his home ceased in be serious competition. Nevertheless, many a concern is failing to sell the service it renders labor by giving it employment and paying it good wages. It is not telling labor in a sufficiently convincing and truthful manner what it is actually doing for it. As a result, the soap-box orator, the agitator and the walking delegate are able to compete with a surprising degree of success in selling their ideas to the rank and file in competition with the effort that the employer puts forth to selling ideas.

Because the employer is not advertising to labor, because he is not advertising to the public, the people who buy the goods must not only support the laboren while they are on strike, but in the end must also pay the ex-penses of these agitators who stir up the unrest. Eventually all of this is added to the selling price. Let the employer advertise to his employees and all this is saved Let him put his business into such shape that he can tell his employees convincingly and truth-fully the service that he is rendering them and how others may gain employment with him, and if he will do this telling, the labor trouble is going to be a thing of the past. It is a matter of sell-ing, and few business men are willing to admit that they are not better salesmen than the labor agitators who are making all the trouble. Every time these agitators succeed in starting a strike, either they have done better selling than the employer or they have something of greater merit to sell than the employer. It is much the same as though the street faker either could make something better than a regular manufacturer makes or displayed greater selling ability.

Our Government at Washington and our public libraries contain a vast amount of information of immense value to the people and which is offered to them free or at little cost. A great deal of money is lost every year because the people who could profit by

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The buying public that spends most money in the aggregate is that portion which buys not by name alone but by reason. That's why the Fuld & Hatch Knitting Co. explains the merits of the Hatch One Button Union Suit to the more than a million and a half readers of the All Fiction Field.

ALL FICTION FIELD

"The Field of Greatest Yield"

Published by

Doubleday, Page & Co. The Frank A. Munsey Co. The Ridgway Company Street & Smith Corporation

1,596,415 A. B. C. Circulation

this information don't know just how or where to get it. The money that is lost in that manner is a tax upon the people who buy goods or service. If the Government and the public libraries would tell the maximum number of people who can use this information how and where they can acquire it, the consuming public would save the cost of many costly mistakes that are now being made.

THE GOOD SCHOOLS SHOULD BE AD-VERTISED

We have a surprisingly large percentage of illiteracy in this country. There are a great many parents who will send their children to school only as long as the law forces them to do so. This condition is costing the country a great deal in latent ability. If these children were better educated they could render a much more valuable service to the country. Lack of appreciation of the value of the schools to the public is causing people to complain about the school taxes they have to pay. It is causing school boards to delay salary increases until the teaching force is a price that we are paying for not advertising our school system.

Advertising immeasurably increases the prosperity of every one. In those countries where no advertising is done the state of civilization is low and poverty is the rule. The country that advertises most progresses with the greatest rapidity. This is easy to

explain.

The advertiser, in his effort to show the great advantages of his product, continues to improve it. In order to show a greater number of people how they may secure it, he effects economies of manufacture that enable him to sell it cheaper. He may even increase the wages of those who work for him. Higher wages and lower selling prices mean greater purchasing power on the part of the general public. Prosperity and progress follow.

Advertising throws the light of truth upon business and public

undertakings. Failure to advertise leaves them in the dark and suspicion and antagonism result

Had our school system been thoroughly sold to the public ten years ago it would be rendering us better service to-day. Had all our public libraries and our government departments advertised their services ten years ago many a costly business mistake would not have been made. Had all business concerns and industries learned the value of advertising ten years ago we would not have experienced the steady boosting of prices in many lines until the demand broke and mills and factories had to be shut down. These concerns and industries would have learned the value of goodwill and the nourishing of de-mand. They would have learned the folly of continuing to extract larger and larger profits until demand was smothered.

Had employers adopted a policy ten years ago of advertising to and winning the confidence of labor, there would not to-day be the number of costly strikes that we have had to pay for. There would not be the constant demands for wage increases. There would not need to be, because there would not have been the steady increase in prices that has actually taken place. With a universal use of advertising during the past ten years there would not be the unrest to-day that exists. Labor would not be planning to take over industry. Cities would not be confronted by the traction problems that now

confront them.

Every dollar that is spent in real advertising saves the consumer money. Hence he is spending money that it is not necessary to spend when an insufficient amount is being spent for advertising. If he is a laboring man he may actually suffer real hardships due to unemployment through strikes, lockout or mills being shut down because people don't come to the mill to buy goods. It is for these reasons that it is to the interest of us all that a more universal use be made of advertising.



The largest group of people that it is possible to collect in one audience in the city of Minneapolis are the families who read The Minneapolis Journal every night. These 54,000 families are the buying majority of this prosperous community of 70,000 homes, and they dominate its public opinion.

THE MINNEAPOLIS JOURNAL

Represented in New York and Chicago by O'Mara & Ormsbee

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The machinery Land metal trades prefer The World's Greatest Industrial Paper for buying because of its comprehensiveness

All advertising in The Iron Age is grouped according to products, and so numbered that you can turn immediately to any section—a plan which revolutionizes Business Paper indexing, and is not duplicated by any other trade paper.

The Iron Age
Established 1855
239 W. 39 T. St. New York



Other farm papers have begun with 25,000 circulation. The only one that ever grew to 1,100,000 circulation is The Farm Journal.

It is the "soul," the personality, that Wilmer Atkinson put into the paper in 1877 that makes The Farm Journal the institution that it is today. T

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The Debatable Black Background

A Great Deal to Be Said For and Against—A Few Side Remarks on Superimposed Text and Areas of Black That Funerealize

By W. Livingston Larned

"THERE is another one of those solid black background designs!" exclaimed the art manager, with the light of ire in his eyes.

What's the matter with it?" queried the service manager. "Good strong advertisement, I'd call it; kills off everything else

on two pages,"

"A forest fire would be more conspicuous than a garden of tea roses, too," came back the art manager. "You fellows who attempt to defend the solid black background make me fighting mad. They do not deserve supmad. They do not deserve sup-port. They are eyesores; they disfigure magazines and news-papers. Thank goodness, some will publications not tolerate them. Blacks are stippled as soon as they come into the office.

"Suppose a theatre manager should tell you how you should dress after you had purchased a ticket to attend the performance," said the service manager. "Would you consider it quite fair? It has always seemed high-handed to me for a publisher to take liberties with the plate you send in.'

"Not a fair comparison," the other argued. "The publisher is compelled to look to the interests of all his advertisers. It is a duty he owes them. No one advertiser has a right to 'kill,' as you know and I know these strong blacks do, the lighter and more subtle displays of the other fellow. It is a species of unfair competition. Blacks mar the continuity of the advertising pages. They are inartistic. They bru-Since you have brought clothes into the argument, what would you think of a man if he attended a dinner party in blue jeans or a logging outfit?

"These heavy black advertisements are based on a misconception of the true facts of display. They are not really stronger than

their neighboring displays. Black is all very well when used with discretion, but not one advertiser in fifty really appreciates the pos-sibilities. They merely work on the principle that the more black, the more attention. It's far from

the truth."

"Perhaps that is just your personal opinion and impression," reprimanded the service manager. "I confess I do not agree with Turn over these pages. When you come to an advertisement with a mass of black as the feature, you are compelled to look at it. You see it, in fact, when you do not see the other dis-

plays." "All of which is based, as I have said, on the mistaken premise that arousing eye-attention is necessarily good advertising. The most successful public speakers do not shout. The most attractive and popular stage settings are not done in all the colors of the rainbow. If you paint a bungalow bright red, I'll admit people will see it before they stop to observe the more quietly toned houses, but who wants a vermilion home?

"I will give you some of my basic prejudices against too free use of background black. Since you think I talk in mere generalities, it will be just as well to discuss ethics and mechanical points. No true artist, with the best interests of his profession and of advertising at heart, will agree that these great blots of black are ex-

pedient.

"When solid blacks are employed as backgrounds, it becomes necessary to run the type in superimposed white on the black. If every advertisement in this 'class could cut down copy to a single bold phrase, this objection might not be raised. However, such is not the case. There is often a great deal of text and it therefore

Mar.

must be run in quite small type.
"What happens? A first phys-

"What happens? A first physical flash of attraction, but absolute lack of legibility. The text is most difficult to read. People, as a matter of fact, positively refuse to bother with it. I know, because I have made actual tests.

"Strange and unexpected things happen to this superimposed white type. It fills in, it blurs, it will deceive in the proof and run

amuck in actual publication use. And when the publisher lightens such backgrounds by stippling, then, indeed, illegibility becomes more pronounced than

"Save in rare instances, it is uncommon for these large areas to print clear, crisp, even black. No ordinary press with a long run ahead of it, will make absolute guarantees. You are more than likely. therefore, to strike a thousand copies that are not black at all, but a dirty, soiled, uneven dark gray. Some periodicals guarantee the black; the majority do not-can't,

"And in newspaper work it is the exception for the solids to show up nicely. They are very likely, indeed,

to prove a sad disappointment. The marvel of it to me is that so many advertisers insist upon flying in the face of the impossible. What has gone before seems to leave little impression.

"In printing, other odd conditions are evidenced. When a half-tone is part of the black background, the surrounding area of black takes so much ink, and brings about so many complications, that the half-tone often blurs. It is either robbed of some of its ink, or is flooded by to much.

"The popular belief is that the black sets off both illustration and text. But does it? There can be so much black that confusion is caused and the eye rebels."

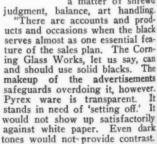
"It isn't always necessary to ru the type in white, superimposed on black," said the service manager. "Yet you make a point of that. It is easy enough to insert

a white mortise and run the text in black, as always."

"Sounds fine!" exclaimed the art manager. "You fail to study the results that might follow Yes, a this plan. white mortise can be dropped into the black background. And then what? Well, for one thing, the white hole against the black is so strong, so obtrusive, so dominant, that everything else in the design is put out of business. The illustration suffers most of all. The advertisement is thrown out of

key."
"Then there are no times when heavy blacks can be used to advantage?"

"I did not say that. Yes, black can be used and with artistic results. It is a matter of shrewd





SUCCESSPUL USE OF BLACK BACKGROUND

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@ Vanity Fair

5,112 Readers asked us what to buy

Last year 5,112 people asked House & Garden what kind of furniture to buy—what draperies to use—how to plant their gardens—whether to build in clapboards, brick or cement.

They covered the entire range of articles related to the building, decoration and equipment of the modern home. No telling how many thousand readers found just what they wanted in House & Garden's pages. And asked their dealers for it or told their architects to use it.

For House & Garden is more than a beautiful, inspiring magazine. It meets the nation-wide demand for higher, finer standards in home building in a thoroughly practical way. It is rich in helpful, usable suggestions for every modern home builder. That's why it's the LEADER.

House & Garden's circulation is nearly twice as big as that of any other magazine in its field. And every one of the 85,000 people who read it each month is looking for something to buy. Why not keep your product before this super-active market every month?

House & Garden

WALTER W. MANN, Advertising Manager 19 West 44th Street, New York Fred L. B. Foote, Western Manager Stevens Building, Chicago "In planning a series, the advertiser takes a long half page, up and down, and frames it in a unique shape. There is a portion top and bottom where solid black panels appear, against which, in one case, hands and Pyrex and

recipe are superimposed, and, at the bottom, five or six pieces of the glassware.

"There is no feeling here, of sinister heavy blacks. The Pyrex pieces hold their own nicely. The black is necessary to bring out the glass, its shadows and high lights and transparency.

"So, you see, I am fair about it. I believe in blacks when they are valid, when all of the units are studied out for a certain effect. But handling solid blacks is handling a very high advertising explosive.

"When a piece of Mirro aluminum ware, large in proportion to the total space, is set against a background panel of black, and white lines drawn to certain specific talking

features, I am willing to concede that black serves a good purpose.

"An entire year's campaign of half pages, up and down, for Slipova garments for children, has used solid blacks legitimately. Why is it legitimate? Because very pretty borders all around temper the abruptness; because one figure and one only, of a child, animated, occupies the central and most conspicuous part of the black panel, thereby distributing its areas; because the type matter is limited to a very few words and because the name plate

is large and simple. The advertisement bears exacting analysis." "If you continue in your present vein," smiled the service manager, "you will be agreeing with me. It is the abuses, not the uses of solid blacks that arouse your wrath. From an art department standpoint, I suppose you fellows



EFFECTIVE, BECAUSE THE ILLUSTRATION RUNS DOWN INTO

are opposed to this type of advertisement because it is more difficult to produce."

"On the contrary," was the reply, "they are far easier than any other form of advertising illustration. We always keep in stock large sheets of a black-surfaced paper. Therefore we actually start with the background made up for us in advance.

"When half-tones from photographs are the basis of the illustration, the print is silhouetted, more than likely, by cutting out with scissors, and then mounted right on the black paper. If there are rough or ugly edges,

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your nent lows

You Cannot Cover Chicago by Guesswork

In the Chicago market where evening newspapers are unquestionably supreme in their ability to sell merchandise, the daily average total circulation of all evening newspapers for February, 1921, was

977,476

Of this total, the Evening American sold 396,888, daily average, or 40.1% of the entire evening newspaper distribution.

If you think you can cover the Chicago market without using this 40.1% of the city's entire afternoon newspaper circulation, you are guessing, and guessing wrong.

Should you try to reach this 40.1% of Chicago's evening newspaper population without using the medium which that 40.1% reads almost exclusively, you undertake a task that no one has ever accomplished.

If you surmise that this 40.1% of the market is of no value to you, your knowledge of the market is at fault, as nearly any Chicago advertiser will tell you.

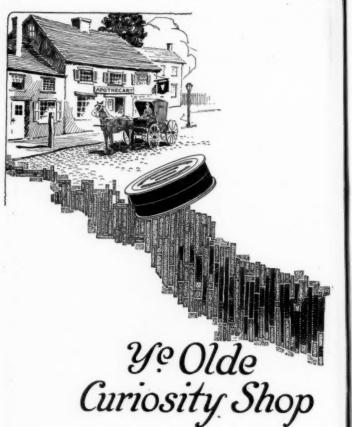
Don't guess. Don't try the impossible. Don't underrate the market. Use the Evening American's IDENTIFIED circulation generously in its own *IDENTIFIED* market, and be sure that Chicago yields ALL of the profit that you are entitled to.



EVENING

Member A. B. C.

February Circulation 396,888



Along with the "town pump," the oft-christened round stove of the grocery store, and the slow-moving one-horse shay, the old-fashioned apothecary shop is today but a memory of the past.

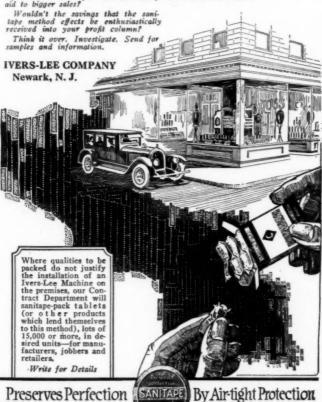
The town pump has disappeared! The one-horse shay has given place to the motor car; everything has been modernized—even the packing of tablets!

SANITAPE

Each and every individual tablet is now protected against crumbling, against deterioration, against loss of effectiveness—by SANITAPE.

An ingenious machine takes the tablets when made; one at a time, as they pass through the machine into waxed-paper sanitape; they are sealed, hermetically and individually, never touched by human hand, never touching each other, each one representing in strength and purity when consumed just what the maker intended.

What product do you make or market? Couldn't it be packed to better advantage the sanitape way? Wouldn't the favorable influence that sanitape exerts towards products it contains be an aid to bigger sales?



these can be touched up with a brush in water-color.

"In the case of wash drawings against a black background, some artists prefer to work in distemper right on the black cardboard. Poster effects are procurable in this way, although the hand that does it must be sure of itself. Captions are lettered in with a brush with white paint. Type is set up and stripped in in reverse.

"The solid black background is at its artistic best when the artist 'plays' with decorative grays in various shades. Thus, a photograph can be pasted down and interesting details of background painted around it. This is another instance of black used with discretion. It requires tempering, as I have said, and the tones of gray accomplish this.

"Many times the background is painted in. It is best not to use drawing ink for large areas, as it will not always 'lay flat.' A drawing can be made in pen and ink, and the heavy backgrounds put in lamp black water-color. In this way, a beautiful, even

black tone is assured.

"Some odd and original effects are obtainable by combining black with the illustration, as when figures are placed at the top of the space, and coats or dresses melt right into the background. One of the most striking of the Skinner's Satin composition was a derivation of this idea. The black was not so obtrusive."

"Still agreeing with me," grinned the service manager.
"This is my argument all the way through."

"Not at all," came back the art manager. "I still insist that over 70 per cent of the heavy black compositions are objectionable, ill-advised, in extremely bad advertising form. They defeat their own purpose. Advertisers fall into their most serious error when they use the small superimposed text, and there will always be danger of this."

"Yet more and more of this type of black display is being used."

"That is no argument in its

favor. It is the lazy man's method of securing attention. Brains should take the place of black. I would rather have one page, such as is now used for Eversham pencils, with those wonderfully clever, sweeping lines to attract attention, than an entire campaign of solid blacks. The black is not part of the product. display of the sweeping line belongs to the pencil. Equally ingenious methods are being used by many other advertisers who secure dominance by sheer power of the idea."

Engineers Will Advertise Profession's Problems

Trotession's froblems

The American Association of Engineering, in session at Chicago last week, decided upon a general publicity campaign in an effort to make plain to the public some of the problems before the profession. The details of the campaign have yet to be decided upon, but in a tentative way they include the use of newspapers and business publications. Display space probably will be taken to carry an institutional message to the public in general and also to those directly interested in the engineering profession.

fession.

It was said that in this way an effectual campaign could be waged against the enormous waste prevalent in many lines of engineering. One kind of waste that the association hopes to overcome is that in the coal mining industry. Speaking of this, John G. D. Mack, state chief engineer of Wisconsin, said:

"Mining is a primary industry. While it has had the best engineering thought devoted to it, much remains to be done. More economic methods are demanded

"Mining is a primary industry. While it has had the best engineering thought devoted to it, much remains to be done. More economic methods are demanded by the increased substitution of machinery for hand processes. The waste in coal mining is needlessly large. Education is one of the remedies to this situation and one of the greatest problems before the engineer. The training of men to meet future responsibilities of the profession consists largely in keeping engineering education on a broad basis of theory and resisting the attempt to put courses on a so-called practical basis."

Manages Cusack's Publicity

James D. Sims, recently with the William H. Rankin Company, Chicago advertising agency, has become publicity and promotion manager for the Thomas Cusack Company, outdoor advertising.

Joins Farkas Agency

Miss Marion Wurzburger, formerly with the Stryker Company, Chicago advertising service, is now associated with the agency of Parkas Bros., Inc., of that city. s meth-Brains lack. I le, such ersharp erfully attract camblack The ne bely inused who

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ASSOCIATION of New Orleans has designated The NEW ORLEANS ITEM the official medium for it's FOOD & INDUSTRIAL EXPOSITION to be held March 28th to April 8th

"In New Orleans it The Item"

Make Your Shipping Cases Yield an Advertising Return

THE containers that daily leave your shipping-room have big potential advertising value—bound with printed Liberty Tape. Each case repeats your name, trade mark or advertising slogan from all viewpoints.

Liberty Tape is primarily an exceptionally tough, adhesive tape which gives strength and additional security to fibre board and corrugated boxes. But with your advertising imprinted upon it, it becomes a valuable medium of publicity as well.

Liberty Tape is used by industrial firms of nation-wide prominence. It is a protection against petty theft, dust and moisture. A salesman will gladly submit color designs and estimates.

D F.



CORTON'S CON

Mar. 10, 1921

LIBERTY TAPE

An Opportunity

DURING the past few years a number of manufacturers have used with success our plan of distributing to their trade Liberty Moisteners and Liberty Tape bearing the manufacturer's advertisement.

This plan achieves publicity where most desirable—at the points of ultimate distribution. It is readily adaptable to national advertising and is especially useful for creating publicity for new products. Further information on request.

LIBERTY PAPER CO. 52 Vanderbilt Ave., N. Y. C. Mills: Bellows Falls, Vt.

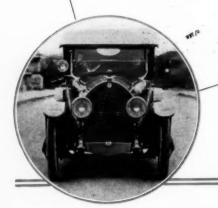
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Advertising to Develop a New Business Street

Merchants of Washington, D. C., Unite in Extended Campaign

CONNECTICUT AVENUE, Washington, D. C., presents something of a parallel to Fifth-Avenue, New York, and has enjoyed in the past a measure of the same national fame as an exclusive residential locality. Now it is experiencing the same sort of

change that came to Fifth Avenue. That portion of Connecticut Avenue south of Dupont Circle, has in recent years gradually been converted to busi-

ness uses.

Naturally, these enterprises are of the better class. Most of their patronage has been drawn from the wealthy residents of the neighborhood. Unlike Fifth Avenue, its Washington relative is not yet a thorough fare for pedestrians. There are no shopping crowds, so merchants of the vicinity have contented themselves with catering to the "limousine" trade, and given little thought to volume.

Recently, on the initiative of Lawrence Rubel, local manager of the Underwood Studios, the Con-

necticut Avenue Association was formed for the purpose of developing a general shopping district from this aristocratic nucleus. Twenty retail and professional establishments are represented. Plans of far-reaching character have been made, the more active feature of which is a newspaper campaign, which started in January.

Several related angles are being combined in the advertising. The problem is somewhat complex, owing to the peculiar geographical structure of Washington. The established shopping district is much more widely distributed than that of most cities of its size. The so-called "downtown" section is in reality a series of separate business centres, that may be said to



ONE OF A SERIES, NOW APPEARING IN GOOD-SIZED NEWS-PAPER SPACE

bear out the distinction of the National capital as the "city of magnificent distances." Connecticut Avenue is completely detached from these older sections, and hence faces the problem of overcoming isolation as well as the mental attitude of the public, if it is to become a popular shopping street.

Many Washingtonians still regard the avenue as the exclusive residential locality of tradition, and nothing more. They are ut-

terly ignorant of its business development during the past ten years. So one part of the job is to let these folks know the news. Another important purpose is to dispel the illusion of a number of people who are already aware of its business existence, that Connecticut Avenue is devoted exclusively to the needs of a wealthy clientele, but instead is as ready and as well equipped to serve shoppers of moderate means.

While the copy is addressed to the buying public, it is calculated to influence firms now located in the old districts to locate in the new and promising neighborhood. The Association has already been approached by a number of downtown merchants, as a direct result of the advertising. As the movement develops, it is intended to obtain the co-operation of property owners who, as beneficiaries of enhanced values from the expansion of business, are expected to back up the campaign once its results are demonstrated.

Quarter pages are being used three times a week, once in each of the three newspapers selected. Each advertisement is constructed to feature the avenue as a whole and a specific business house, and besides carries a list of members of the Association. The initial advertisement strikes the keynote

of the series: "Connecticut Avenue-the shopping focus of quality and economy. The expansion of this shopping centre is being directed along lines attractive and protective to the shopper. Connecticut Avenue shops have affiliated to maintain the quality standards of this street and to see to that, with the assurance of excellence, you find price inducement as well."

The present schedule has been arranged for one year, after which an even more ambitious campaign is contemplated.

A member of the association sums up the campaign thus: "We have a prosperous and growing business street as it is. In the course of time, Connecticut Avenue is destined to become the 'better' retail district of the city.

We feel that through proper advertising we can so accelerate this natural expansion as to cut that time in half. Results so far confirm this expectation.'

March Number, Too, Is Now Texas Bound

El Paso, Texas, February 25, 1921. Editor of Printers' Ink Monthly:

I am sorry that I must write you about the February number of Printers' Ink Monthly, which has not reached me—and this is the 25th of the month. Surely if published on the tenth it should reach El Paso in fifteen days. I wonder if my name appears on your mailing list.

I renewed my subscription in December—but the January issue never reached Houston. And don't you remember I sent you a telegram in regard

reached Houston. And don't you remember I sent you a telegram in regard to it? I received the copy you sent in response to my telegram. Notice two months ago was given of change of address from 2319 San Jacinto street, Houston, to 923 North Oregon street, El Paso, Texas.

In a letter written by you to me here in El Paso when you forwarded

street, El Paso, Acade In a letter written by you to me here in El Paso when you forwarded the January issue in special wrapper you mention the change of my address from Houston to El Paso.

I do not want to be putting you to and trouble all the time—life is

worry and trouble all the time—life is just as short for you as it is for me—and I would do all I could to make your life easier if it lay in my power

to do so. But I but I must have Printers' Ink Monthly! The \$2 a year is a mere trifle compared to what I value it atwhenever you want to raise' the subscription rate it will be all right with me—I'll only think you are getting what you are entitled to. Pleage see if my name is entered on your subscribers' mailing list.

Trusting you will be able to smooth out the wrinkled brow of care once more, I remain,

out the winds, more, I remain, George T. Watkins.

Montgomery Ward Advertises St. Paul House

Montgomery Ward & Company will place an extensive newspaper campaign in the West and Northwest beginning with March to advertise the opening of its St. Paul distributing house. The copy will feature merchandise with the double object of selling goods direct and of building up a new mailing list for the St. Paul catalogue. The catalogue will be issued entirely separate from the book used by the Chicago house. Montgomery Ward & Company will house.

Gould Appliance Account with Dorland Agency

The Gould Appliance Company, New York, has placed its advertising account with The Dorland Agency, Inc., of this

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A Farm Market Without Extra Sales Expense

Are you one of the men who have been enthusiastic about the farm market, but balked at the cost of sales and distribution?

If so, just turn your eyes on Ohio, Michigan and Pennsylvania. Here are 698,200 of the most prosperous farm homes in the country. And practically every one of them is within two hours' ride of an urban city where you probably already have distribution.

This situation is unparalleled in any other part of the farm market. This territory, blanketed by the Lawrence Farm Weeklies, is a most attractive part of the farm market, not only from the standpoint of potential and actual buying power, but also in cost and ease of selling.

It is an ideal market covered by ideal mediums for concentrated advertising effort.

The Lawrence Farm Weeklies

Ohio Farmer, Cleveland, O. Michigan Farmer, Detroit, Mich.

Established 1848

Established 1843

Pennsylvania Farmer, Philadelphia, Pa.

Members of Audit Bureau of Circulations. Members Standard Farm Paper Association.

Standard Farm Papers, Inc., Western Representative, 1341 Conway Bldg., Chicago, Ill.



W. C. Richardson, Inc., Eastern Representative, 95 Madison Ave., New York City.

M

Philadelphia Transit Co. Sells Public Its Management

The Philadelphia Rapid Transit Com-pany mailed out with its latest annual report a booklet summarizing the prog-ress made by the Stotesbury-Mitten management during the past ten years. The report and booklet were mailed to a list of business men as well as to the stockholders. In the booklet the company points out what has been ac-complished in the advancement of the service for the public good; how the service for the public good; how the advertising revenue from car cards has grown from \$160,000 to \$400,000 a year through a careful study of the advertising possibilities of the company's lines and stations. The results of the advertising campaign of "Safety First" for the school children is also reviewed and the saving in suits pointed out. The last eight pages are devoted to illustrations of the safety plans and the welfare features of the company. welfare features of the company.

Arbitrate Wages for Chicago Printers

The question of whether the Chicago printing trades unions shall accept a decrease in wages is now being arbi-trated. The employing printers made the reduction in accordance with the contract they had with the unions providing that every six months the will be increased or lowered accordance with the prevailing cost of living. On two previous occasions unliving. On two previous occasions un-der this contract the scale had been increased, and now the employers say the time has come to decrease it. The printers flatly refused to accept the revised figure, and arbitration resulted.

A Play for Technical Advertisers

At a meeting of the Technical Publicity Association to be held at the Machinery Club, New York, March 10, Charles Austin Hirschberg, head of the Hirschberg Advertising Agency, will present "Off on the Right Foot," a playlet.

playlet.

The members of the cast are: W. H.
Easton, Westinghouse Electric & Mfg.
Co.; R. C. Beadle, Combustion Engineering Corp.; P. C. Gunion, Hyatt
Roller Bearing Co.; H. W. Clarke, Chicago Pneumatic Tool Co.; William Buxman, McGraw-Hill Co., Inc., and Walter Drey, Forbes Magazine.

Newspaper Campaign for Rome Metallic Beds

The Rome Metallic Bed Company, Rome, N. Y., recently held a sales con-vention in New York. Shortly after-ward it was announced that an extensive newspaper advertising campaign would be started. The New York office of the Wm. H. Rapkin Company will handle the campaign.

John Lewis Childs Dead

John Lewis Childs, well-known florist of Floral Park, Long Island, died on a New York Central train, March 5, while returning from his floral farm in California. He was in his sixty-fifth

Mr. Childs went to work for a florist on Long Island when he was about sev-enteen years old and the next year started a seed business of his own. An eight-page mail-order catalogue was An eight-page mail-order catalogue was the forerunner of large semi-annual catalogues with circulations running into the hundreds of thousands. He was among the first seedsmen to take full pages in periodicals to advertise his business. The name of the village business. The name of the village where his business was located, East Hinsdale, was changed to Floral Park, named after its chief industry.

He also founded the Mayhower, a publication devoted to floriculture, which attained a wide circulation. He disposed of this periodical about a year ago.

Contemplates National Furniture Campaign

The Walter J. Peterson Co., advertising agency of Grand Rapids, Mich., has secured the account of the Martin-Larsen Co., Kalamazoo, Mich., producer of Dubel-Dutte furniture, leather and metal polish. A national campaign in general periodicals is planned.

The Togan-Stiles Co., Grand Rapids, Mich., manufacturer of factory-built buildings, has started an advertising campaign in newspapers of the country. The Peterson agency in Grand Rapids.

The Peterson agency in Grand Rapids is handling the account.

Charles H. Morath has joined the

Charles staff of this agency.

Dorland Agency Has Chicago Office

The James Howard Kehler Agency, of Chicago, has been taken over by The Dorland Agency, Inc., headquarters, New York. The business of the Kehler agency will be handled by the Dorland agency, and the Kehler agency will become the Chicago office of the Dorland agency. Mr. Kehler will be Dorland agency. Mr. Kehler manager of the Chicago office.

Boston Agency Gets Stove Polish Account

The advertising of the Merrimac Mfg. Co., Lawrence, Mass., maker of stove polish, is now being handled by Chambers & Wiswell, Inc., Boston advertising agency.

Thomas H. Child Represents "The Missionary"

Thomas H. Child, advertising representative, New York, has been appointed special advertising representative of The Missionary, Washington, D. C.

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2.8 Executives

on an average read every copy of THE IRON TRADE REVIEW

This executive circulation is among the officials of 11,273 iron, steel and metal-working companies comprising 85.4% of a total circulation of 13,000. These 36,960 regular readers of The Iron Trade Review include:

39.2% Purchasing Agents General Managers 35.6% 30.4% 24.7% Presidents Secretaries Superintendents 23.9% 21.6% 16 % Treasurers Vice-Presidents 16 % 15.3% 9.4% 4.9% Engineers Works Managers Foremen Proprietors 21.2% Others

We shall be glad to mail a recent circulation analysis to anyone interested.

THE IRON TRADE REVIEW

A Penton Publication

Penton Bldg.

Cleveland, U. S. A.

MEMBER

AUDIT BUREAU OF CIRCULATIONS ASSOCIATED BUSINESS PAPERS, INC.

We will ador

NE HUNDRED prints (meaning "copies" of a motion picture), the number necessary to cover the vast distribution of Baumer Screen Sales Stories, formerly meant to the advertiser an immediate outlay of \$10,000.

From now on, the cost of these prints will be advanced by us, and absorbed in our charge for distribution, which amount is payable monthly and only as we submit signed evidence that each exhibition has actually taken place.

This new policy not only relieves the advertiser considerably, but emphasizes our confidence in the power of Screen Sales Stories to render national advertisers a service comparable to any other form of good, legitimate, proven publicity.

Don't miss seeing our March release "In the Mint Products Company

Life

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Fourteen minutes of attention at a time when the public is relaxed and in a receptive mood is what a Screen Sales Story commands.

* * * *

Ask us to submit our ideas for a story advertising your product; our suggestions for merchandising your picture and the details about our distribution facilities which enable us to show your picture in 3500 theatres on 6000 play days to over 7,000,000 people at a cost of less than half a cent per person.

Baumer Films, Inc.

6 West 48th Street New York

Life Saver," produced and distributed for Port Chester, N. Y.

P.P.C. Printing Facts now in book form

CONTENTS

Leaded Matter, Legibility of Types, Roman, Italic, and Text Color Printing, Advantages of Initial Letters, The Use of Type, Various Sizes of Paragraphs, "Unjustified" Spacing, Wide, and Justification Uncoated Paper for Half-Tones, Adaptability of Antique Book Paper, Letterpress Printing on Weight of Paper, How to Find the Photo-Engraving, Formula for the Use of "Lower-Case" Letters, The Greater Ease of Reading Author's Alterations, Charging for Ink, Double-Tone, for Dull Coated Paper Binding, Pamphlet Type, Proper Size of, for Advertising Literature Manuscript, Preparation of, for the Printer Inks, The Use of Proof-Reading Color Process by Photographing Colored Copy Rules in Printing, To Avoid the Use of Margins Italics, The Use of Illustrations, The Placing of Composition, Linotype Measurements in Printing Type, Faces of

Dummies, Furnishing of, by Printer Electrotypes, The Making of

Paper, The Manufacture of Signatures," to Direct the Binder Point System in Printing, The William Morris, His Printed Pages Type-Case, The Printer's Paper, Sizes of Presses, Printing Printing, Second-Color Colors, Uniformity of Margins, Wide Title-Pages Lines, The Length of Quotations and Foot-Notes Vertical Rules in Tabular Work, Omission of Inks, The Value of Good Type, Scotch Roman Printing, Vignette
"Offset," To Avoid the "Literary Digest," The Typewritten Process Work, Three-Color Ornamental Initials, The Use of Italic Capitals, The Extravagant Use of Make-Ready on the Press Envelope Sizes Watermark in Paper, The Cardboard, Varieties of Cuts and Art Proofs Types, Suitability of, to the Work Art Proofs, Engravers Hand-Lettering, Superiority of Engraving, Diagram for the Measurement of Estimates Half-Tone, Photographing a Wax Engravings

Send for your copy on your business letter-head

Publishers Printing Company 207 West 25th Street

Telephone Chelsea 7840

Lure of History Draws Tourists to Southern Pacific

New Orleans, to Many California-Bound Travelers, Now Means the "Gateway to the Golden Southwest"

BY creating interest in historic points along the route, the Southern Pacific Lines have diverted California-bound travelers who otherwise would have bought their tickets by another route.

The heaviest traffic among those who go to the Pacific Coast origi-

nates in the northeast section of the country, because this is where the population is thickest. The shortest way for these people to get to California seems to many to be from Chicago. New Orleans is a long way off-a journev in itself before the trip is fairly started. But the eastern terminus of the Southern Pacific is at New Orleans and it is there that tourists must go who are to use the Southern Pacific all the way.

First of all, then, travelers had to acquire the desire to see New Orleans. The railroad has been striving to in spire such a desire by the use of newspaper advertising, setting forth the romance of the old French town and dwelling on the fact that the city is the "Gateway to the Golden Southwest."

After New Orleans come more points of historic interest to tempt the traveler—all along the "Sunset Route." A strong illustration—a bit of history—the connection with the present opportunity to enjoy this route—the slogan—and the story is told.

In the first advertisement, the story of Coronado is featured. It

will be remembered that Coronado left Cortes at Mexico City, after its capture from Montezuma, and led on by the Indian tales of the fabulous wealth of the "Seven Cities of Cibola," walked nearly the length of the Sunset Route. He failed to find them. "But to-



LA SALLE and the City of his Dreams

A rustle of prairie grass—a loud report the treacherous bullet of a jealous follower, and La Salle, first European to descend the Mississippi to its mouth, lay dead.

He had raised the standards of France, he had named the region Louisiana, he had made it inevitable that the future New Orleans should be French.

As you wander among flucinating gardens or peep into picturesque parion; as you stop awserruck before the Cathedral St. Louis or explore the Quadral St. Louis or explore the Quadral you are you will give thesis that you are you will give thesis that the marryerd La Salle achieved his purpose and that the marryerd La Salle achieved his purpose and that the countries beauties of the Stante Rouse include the charm of the "Queezey to the Glodies Southine".



SUNSET LIMITED

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SOUTHERN PACIFIC LINES



COPY REMINISCENT OF THE HEYDAY OF RAILROAD ADVERTISING

day you can find these seven cities on the Sunset Route," the Southern Pacific says in its advertising.

In the second advertisement, the story of La Salle's death while in search of the Mississippi River, after his return from France with settlers, calls attention to the French quarter of New Orleans.

The third advertisement was timely. It called attention to

Mardi Gras, and then connected California by way of New Orleans in the reader's mind.

The layout is changed in the fourth to give variety to the series, and permits more space for the story of the brave fight of the less than 200 Texans against the army of Santa Ana.

The rather unique layout in number five is in keeping with the atmosphere of Indian stealth expressed in the copy, calling attention to the Apache Trail of Arizona.

In number six the story of the development of Houston from the days of the immortal Sam Houston, "Emperor of Texas"-for an hour-and its first President.

An investigation conducted when the campaign started, and after the first four advertisements had appeared, showed gratifying increase in common knowledge of the location of the Sunset Route. People generally had regarded California as somewhere beyond Chicago. They now realize that it can be reached through New Orleans, which this railroad believes is one proof that the campaign will be successful.

Tells Four Essentials of Good Letters

Louis Balsam, secretary of the Direct Mail Advertising Association, in an address before the direct-mail and housedress before the direct-mail and nouse-organ department of the Ch'cago Ad-vertising Council, outlined four quali-fications of the successful letter writer. "In the first place," he said, "the letter writer should be in love with his job. "He should be able to visualize his

prospects.

"He should write simply and naturally.
"He should eliminate as far as pos-

"He should eliminate as far as possible the over-dramatic."

Mr. Balsam's subject was "The Place of Your Routine Letters in This Fighting Era." He maintained that much of the force of good advertising and effective personal salesmanship was neutralized or destroyed by poorly written routine letters.

A. C. Davenport an Officer of "Shoe and Leather Reporter"

Arthur C. Davenport, who has been on the advertising staff of the Shoe and Leather Reporter, Boston, for the last ten years, has been elected vice-president. J. G. Brown, president of the company, is also general manager.

Sears Roebuck Sales Cut in

The February sales of Sears Roebuck & Company were \$14,003,299, as against \$28,202,007 for February, 1920—a loss of 50.35 per cent. The business for the first two months of 1921 has been \$29,601,768, which is 48.69 per cent less than in the corresponding period

less than in the corresponding period of 1920. On its face this would seem to be a serious falling off in income, but it must be remembered that comparison is made with the peak period of all time. Last year the company was at the crest of the prosperity wave. This year it has had to contend with unseasonably warm weather, which has worked against the sale of a large winter stock. When compared to two years ago the showing is not nearly so bad.

The company is buying very little in the way of new goods, almost all of its business being taken care of from the \$105,000,000 inventory shown at the

end of 1920.

New Rubber Sales Company Account with Greenleaf

The Stedman Products Company has been organized at South Braintree, Mass., as a subsidiary of the Monatiquot Rubber Works Company, maker of "Naturized" rubber. This new company will market the products of the Monatiquot company, "Steady-Man" golf sole and heel, and "The Steadman Naturized Flooring." The officers of the new company are James H. Stedman, Merton A. Turner, Benjamin Ayer, and William G. Brooks. Mr. Turner, who is vice-president and sales manager of the Monatiquot company, will have charge of the advertising of the new company. The advertising account has been placed with The Greenleaf Company, Boston. at South Braintree, sidiary of the Mona-

Greenleaf Company, Boston.

English Drug Chain Stores Have a "Sale"

A "sale" was held for the first time in their history by the 632 retail stores of Boot's, Ltd. England, drug company, now a subsidiary of Liggett's International, Ltd.

The "sale" was of the American kind, being conducted under the methods of the United Drug Com-

pany.

It took hold immediately and in two weeks from January 8 to 22 receipts of the Boot stores showed an increase over the corresponding period a year ago of £229,000, or over \$1,000,000 on normal exchange.

Carburetor Account with La Porte & Austin

The Toquet Carburetor Corporation of Westport, Conn., has placed its account with La Porte & Austin advertising agency, New York. A campaign will begin in April motor publications.

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The MEXICAN market looks pretty important, doesn't it?

Is important, too!

One of the richest countries in the world, buys 85% of its imports from the United States and—above all—has just begun an extraordinary commercial and industrial boom because of new political conditions.

Each month for five consecutive months our exports to Mexico have broken all previous records. Shipments now are four times what they were in 1918.

The May issue of the American Exporter will be a special Mexican number with increased circulation. Forms close March 31.

AMERICAN EXPORTER

The World's Largest Export Journal
PENN TERMINAL BLDG., 370 SEVENTH AVE., NEW YORK





Art Directors' Club Holds First Annual Exhibition

Three Hundred Original Paintings and Drawings Used in American Advertising Show High Degree of Artistic Merit

A DINNER attended by 200 well-known artists and advertising men took place at the National Arts Club on Wednesday evening, March 2, to mark the opening of the first annual exhibition of the Art Directors' Club of New York, of original paintings and drawings used in American advertising. The exhibition will run from March 2 to 31. It will be open to the public daily, admission free. The National Arts Club is at 119 East Nineteenth Street.

About 300 original paintings and drawings are on exhibition, which are divided into three general classes, as follows:

Class A. Black and white illustrations and designs in oil, pen and ink, wash and pencil.

Class B. Paintings and drawings in color.

Class C. Posters of all sizes,

including car cards.

Medals were awarded for the prize-winning design in each class. The prize in Class A was won by F. R. Gruger for his drawing, "Barrage Fire," used in a newspaper advertisement. Class B prize went to W. E. Heitland, for a magazine illustration used by the Columbia Graphophone Co. The award in Class C was won by Rene Clark—a poster design made for Crane & Co.

For honorable mention in each of the three classes four designs were selected from Class A, those of John J. A. Murphy, Franklin Booth, Henry Raleigh and Wallace Morgan; four from Class B—Maxfield Parrish, C. C. Beall, J. C. Leyendecker and Dean Cornwell; and the three from Class C—Adolph Treidler, Elizabeth S. G. Elliott and Edward Penfield.

The jury of awards was made up of Richard J. Walsh, chairman; Edwin H. Blashfield, Professor Arthur W. Dow, Charles Dana Gibson, Robert Henri and Joseph Pennell. Paul Manship designed the medal of award.

At the opening dinner Joseph Hawley Chapin presided, and addresses were made by William H. Johns, Charles Dana Gibson, John G. Agar, Joseph Pennell, Ernest Elmo Calkins, Frank Crowninshield and C. B. Falls.

A comprehensive catalogue of the exhibit has been printed, in which the aims and purposes of the Art Directors' Club are set forth by Richard F. Walsh; the scope and character of the exhibition, by Ernest Elmo Calkins; an acknowledgment to the exhibitors; the officers and committees; and a complete index and description of the paintings and drawings on display.

SEEKS ALL-EMBRACING MEMBERSHIP

The majority of the members of the club, Mr. Walsh explains in his foreword, are art directors of advertising agencies, and as at present constituted "the club depends for a great part of its strength upon active members who are employed as art directors for magazine and book publishers, trade publications, art services, lithographers, printers and engravers, or who are free-lance artists engaged in a type of commercial illustration which closely parallels the profession of art directing. It is looking forward to the time when its membership will include representative art directors from theatrical and motion-picture companies, and from merchants and manufacturers of textiles, ceramics, art hardware, lighting fixtures, furniture, wall decorations and other products."

"The basis of selection" (of designs for the exhibit), writes Ernest Elmo Calkins in his department of the catalogue, "is the same as that used by juries choosing pictures to be shown at any art exhibition—artistic merit."

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ARCHITECTS PLAN

66% of the Total Construction of Buildings*

They plan 77% of mercantile construction, 55% of industrial construction, 53% of residential construction; 89% of educational, institutional, ecclesiastical and recreational construction.

Place information concerning your products in the architect's hands in such form that he will surely consult it at the time when he is selecting materials and equipment.

SWEET'S ARCHITECTUAL CATALOGUE is the universally recognized medium for this purpose.

It is distributed to a selected list of 12,000 names, which includes all the architects in active practice in the United States, and such large contracting firms, consulting engineers, public officials, etc., as have a large specifying or buying power. Member A. B. C.

The Sixteenth Annual Edition is now being compiled. Let us give you an estimate of the cost of having your catalogue included.

SWEET'S CATALOGUE SERVICE, INC.
119 WEST FORTIETH STREET
NEW YORK CITY

^{*}Percentages based on amount of capital invested in construction in eastern and central western states in 1920.

Who Is Humphrey O'Sullivan?



R. HUMPHREY O'SULLIVAN is the man to whose genius and foresight the world is indebted for the rubber heel. The distinction of starting a new in-

dustry, one which has proved to be of practical benefit to millions of people, belongs to him.

¶ How he did it, the important part that advertising played in the story, the merchandising problems he was called upon to solve, are told in the March number of PRINTERS' INK MONTHLY. The story has never been printed before. It is a living chapter from the book of human experience, told in Mr. O'Sullivan's own words—frankly, vividly and simply. It is a rare portrayal of an outstanding personality.

¶ In this same issue James H. Collins presents some amazing facts on the quality of a few articles of present-day merchandise and suggests the creation of a new position in manufacturing—the "Quality Manager." There is a timely note of warning here for every advertiser.

¶ Many concerns have difficulty with their showrooms—difficulty in making them beautiful and attractive—devising a setting for the product that will be at once appealing, appropriate and conducive to sales. C. P. Russell has gone into , 1921

this subject for the readers of the MONTHLY and describes some accomplishments in five representative lines. For instance, "The showroom of the Winchester Repeating Arms Company in New York is more of a spacious clubroom than it is a sales headquarters. Here the sportsman, at his leisure, can try the tools of his hobby in an atmosphere thoroughly in harmony with the spirit of his sport." The photograph of the beautiful Winchester showroom is one of a number that accompanies the article.

I Every one of the other eighteen articles in the March number has been prepared with just one thought in mind: to lay before the reader in compact form definite and practical help on today's There is a good story on printing technique—"Poster Effects by a Spectacular Use of a Second Color"; another on the "Place of Novelties in Merchandising"-how oddities in a line prove useful; "The Trend Toward Simplification in Poster Art"; analyzing markets for salesmen; getting the alibi out of your catalogue; a campaign story of how a manufacturer of automobile axles and wheels is selling transportation to the automotive industry of America; these features and others make the March number of the MONTHLY something that will pay you a tangible return for the time you give to it.

> The WEEKLY and the MONTHLY form the complete PRINTERS' INK unit. Using all of PRINTERS' INK is proving profitable to both subscribers and advertisers.

PRINTERS' INK MONTHLY 185 Madison Avenue, New York City

March number now in the mails. Subscription prices, U. S. A. \$2.00 a year; 25 cents a copy. Canada and foreign, \$3.00 a year.

Advertising rates: Page, \$180; two-thirds page, \$130; one-third page, \$70. Smaller space, 50 cents a line.

Advertising forms close March 20th for April issue.

All pictures hung, he goes on, have been used in advertisements. The purpose of the exhibition is to show the business world the high standard of artistic quality already attained and to teach the value and necessity of good art in advertising to the end of making all advertising more resultful.

Another dinner is contemplated by the club to which representatives of the press are invited.

Officers for the coming year are: President, Heyworth Campbell; first vice-president, J. H. Chapin; Stanford second vice-president, Briggs; treasurer, Ralph Schultz; secretary, James Ethridge.

Comparative Price Quotations Go Overboard

IN Washington, D. C., newspa-pers there appeared recently an advertisement of a department store, Lansburgh Brothers, which because of its clear and straightforward language, to say nothing of its subject, has caused much comment. The advertisement deals with comparative price quotations and with a price policy. The copy cannot be abridged, or quoted in part, and is therefore given in full below:

We feel that it is time to take a definite stand on a practice which, it seems to us, is unjustified by the trend of the

time.

We refer to the practice of using as comparative figures those prices that were being quoted immediately preceding the big crash last fall.

the big crash last fall.

The value of a thing is what you can buy it for on the day the price is quoted.

Not yesterday, or the day before, or a year before.

Our stocks are clean. Big clearance movements have disposed of the usual season-end lots that the closing months our fiscal year usually find us with. The merchandise we are offering now was, in most cases, purchased at pres-

ent market levels. so we believe the decent thing And to do is to quote present market valua-

tions. tions.

To-day marks the beginning of our new fiscal year. From this minute on, the quotations of values based on the higher levels of months ago are a closed book, so far as we are concerned.

High prices are behind us.

Before us is an era of reasonable price. You have been longing for the

price. You and day. It's here!

We are going to sell everything as low as we can. If some of the things that come along are obtained at a con-

that come along are obtained at a con-cession in price, you shall share in the savings. As we buy, so shall we sell. And when we tell the story of the savings, we shall quote a valuation based on present-day replacement.

history. We are positive of the fact that the We are positive of the fact that the Washington shopping public realize that prices now being quoted are far below those of last fall—they do not care to be reminded of such skyrocket prices as prevailed six months or a year ago.

The tway—nothing held back. And when you note a Lansburgh valuation, remember that it is based on the new market.

ber that it is based on the new market.

A Trade-Mark Performs an Unusual Service

An identification mark on merchan-dise has, sometimes, a value to a mer-chant that is greater than merely serv-ing to convince his customers that the ing to convince his customers that the merchandise they are buying is the product of a certain manufacturer in whom they have a measure of faith. At least for Hyman Frocht, of Lawrenceville, Ill., the Red Cross Shoe trade-mark has proved to have a hitherto unthought-of value.

It has served to locate and catch the burglars who had looted Frocht's store, and to his surprise led to the recovery

and to his surprise led to the recovery of a large portion of the stolen mer-

chandise chandise.

In his efforts to apprehend the thieves, Mr. Frocht got out a circular in which he offered a reward for information leading to the recovery of the stolen goods, valued at \$1,500. The circular carried a list of the missing articles, each clearly described. Among them were nine pairs of "Red Cross"

shoes.

After search of the various cities in the vicinity the burglars were believed to be in Terre Haute, Ind. There a raid on a certain house under suspicion at first revealed no evidence that the inmates might be harboring the goods. But the sheriff in search, overlooking no opportunity to discover a clue. took occasion to examine a overlooking no opportunity to discover a clue, took occasion to examine a pair of ladies' shoes that had not been placed under cover. These shoes carried the Red Cross trade-mark and factory number in the lining, the top facing carrying the number of Hyman Frocht's invoices. Thereupon the racing carrying the number of Hyman Frocht's invoices. Thereupon the thieves were arrested and given two hours in which to return the stolen goods. In less than one-half the time 80 per cent of the articles were brought out from under cover.

California Nursery Advertising in Eastern Publications

The Silva-Bergtholdt Company, New-castle, Cal., which has been advertis-ing in Pacific Coast farm papers, has included Eastern nursery publications in its schedule. The account is han-dled by the Johnston-Ayres Company, San Francisco.

Many an advertising dollar has gone to waste for lack of a few centsmore to stage it right. Bundscho is an investment, not an expense.



J. M. BUNDSCHO
Advertising Typographer
58 E. Washington Street
CHICAGO

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Is to supplement the work of the Advertising Manager, Advertising Department, or modern Agency, with Ideas and Plans, interesting Art treatments, and substantial Manufacturing

for ADVERTISING LITERATURE (Dealer and Consumer) Folders, Booklets, Catalogs, Mailing Series—illustrated in color.

and DEALER DISPLAY MATERIAL

Pictorial Window Trims, Novel Die Cut Displays, Counter Cards, Posters, Cardboard Signs, colorful Labels.

On these important features of extensive advertising campaigns the efforts of our organization are centered.

THE MUNRO & HAR

LITHOGRAPHERS & COLOR PRINTERS

416 WEST THIRTY-THIRD STREET NEW YORK

COLOR IN ADV



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Advertising Campaign

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Efficient co-operation with the advertiser, and the successful fulfillment of the most elaborate plans for advertising literature and window display, requiring varied methods of reproduction are assured by our unusually complete plant devoted to "Color in Advertising"—lithographed or printed—by offset, stone, rotary, or color process.

These manufacturing facilities are enumerated because some have confused The Munro & Harford Company with concerns responsible for Art and Copy only.

We will be glad to consult with concerns considering Direct Mail and Dealer Display as a part of general advertising campaigns or for intensive advertising through use of mail and dealer display only.

HARFORD COMPANY

ADVERTISING LITERATURE PICTORIAL DISPLAY

ADVERTISING New England Office, Myrick Bldg., Springfield, Mass.

Chicago Office, 123 West Madison Street



CREME OIL and CRYSTAL WHITE are the leading products of Peet Bros. Manufacturing Company, Kansas City and San Francisco. These two soaps have won a permanent place in millions of households. Users have learned of their merits through comprehensive advertising, with color pages in national publications predominating.

Peet Bros. advertising is prepared and placed by the Potts-Turnbull Company.

Get complete service and full use of the combined Potts-Turnbull organization at any of this agency's three offices.

POTTS-TURNBULL COMPANY Advertising—KANSAS CITY-CHICAGO-OMAHA

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Workers Cease to Be Buyers When Production Fails

Better Direction Needed, and Closer Co-operation between Sales Department and Factory

Based on an authorized interview by Roy Dickinson with

George Ed. Smith

President of the Royal Typewriter Company

THE big cry all last year was highly recommended from platform, pulpit and press as a panacea easily recognized, tremendously important. "Produce more" was the great business commandment. A large number of business executives and their employees took the slogan seriously. Advertising, posters within the plant, employees' magazines, all carried the message.

Then some of the very men who had produced the most found that they had practically produced themselves out of jobs! Mills closed or went on part time because the warehouses were full of materials which "could not be sold." Factories that had preached production had to say to their employees, "We can't sell what you make, so don't make anything just now."

Every man knows that a strike or a shutdown means waste. It is a waste of the real wealth of the world goods. The man who advertises should be even more interested in continuous production than the man who puts out an unnamed article. If his product ceases to appear on the dealers' shelves through shutdowns due to "overproduction," his good-will loss is far greater than the other man's. An important question therefore is, Is there actually overproduction now? If, as economists tell us, there is no such thing as overproduction and underconsumption is its real name, then now is the time for better sales plans, more aggressive advertising goods sold at fair prices

and factories going full time.
"Don't produce" is bad advice
to give the workers who are also
the buyers of other men's products.

"There is no such thing as overproduction" sounds like idle theory when an economist says it, at the very time when warehouses are full and factories running at half time. When the president of a big manufacturing company says the same thing and acts accordingly, his word is interesting to other executives, especially those who invest money to create new desires. It is surely inconsistent to advertise for more sales and at the same time to restrict production. If the theory were general that industry is a recurrence of underproduction and overproduction, full-time manufacture followed by no manufacture at all, orgies of buying followed by breadlines of men with no purchasing power, then advertising would be an exceedingly spasmodic and jumpy line of business.

MONEY MUST CIRCULATE

George Ed. Smith, president of the Royal Typewriter Company, came into the presidency through the sales end. He realizes, of course, that the final sale at a profit is the objective of business. But he also realizes the responsibility that management owes to labor to sell what it produces. He believes that the necessity for full production is just as real today as it was a year ago, and that the sales and advertising policy of a company must be linked up with the producing end more closely than ever for sales ideas, advertising plans, and morale. His views on this fundamental subject, which I have not attempted to quote verbatim, are something as follows:

One of the greatest problems facing American industry is better direction of men's energy to get better co-operation. It is one of the responsibilities of management to get the co-operation of employees and the reciprocal obligation is equally strong.

In actual practice, real co-operation means honest interest in the work, by concentrated attention on a task during work hours, elimination of waste, the closest application to the work in hand, and outside of hours a high regard for the organization, its good name, and the excellence of its product. Real co-operation extends outside the plant. The work of the sales and advertising department and retailers is an example. They unite and co-operate in educating consumers, in shaping their standards of living, in increasing the welfare of a progressive people by stimulating their desires for better products and so developing the capacity of the market.

The idea of more co-operation is by no means new, as a general statement, as a consummation devoutly to be wished-but there are new and intensely practical ways of getting it. The factory worker and the salesman are getting to realize that they are indispensable to one another. Management is using what are practically sales and advertising methods to make this relationship clearer. recent convention of a sales force in a western plant, each man was given a badge which he was told to present to a workman in the shop. Each salesman met a factory worker or group of them and was taken through the shop where processes and plant activities were explained. But the plan had a deeper significance than merely familiarizing salesmen with the plant. It was a method of selling the sales force to the factory and vice versa. The man who might feel that he could run the plant and distribute the product without the aid of salesmen, came to realize the problems the sales force had to meet; the salesmen saw the task of the factory worker, the craftsmanship he put into the product.

The worker who produces something for which there is no market, or the salesman who sells an idea which nobody can use, are both helpless without the other. The new conditions put our modern organizations under more pressure. A closer study of the human side of the problem, a study of how to get closer cooperation between the manufacturing and sales departments, is more important to-day than ever before.

In the old days a manufacturer could jump at quick opportunities. Any order that came into the shop, if it was within the general scope of the plant's experience, was something to be made at once. A thing sold, meant that the little, old-time plant had to turn to and make it though the heavens fell. To-day standardization, full-time production, and lack of waste have left little room for experimental manufacturing excursions.

THE BASIS OF GOOD BUSINESS

Increased production, uninterrupted production benefits all. A shutdown or restricted production falls on and hurts capital and management as well as labor. Production, sales, advertising, must be considered as one fundamental basic policy. You cannot separate them.

The laboring man has just as much right to expect that his energies and work shall be properly applied and directed as the head of the business has that they shall be of full value and honest effort. "We will do our utmost," say the workers. "We will give you our very best energies and the closest application to our work that we are capable of giving. We know that you are our salesman and spokesman, selling our time to the world, and that the world needs honest work and effort now more than ever before, and we are ready to place you in a position to market our labor against the various changing conditions." Their employer then goes into the market with the absolute assurance that, no matter what may come, he is selling value that will find its place on any market.

The employer, then, is under the obligation to direct such energy

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ADVERTISING MEN ONLY!

WHAT about the media that comprise your advertising lists? Wouldn't it help you to have up-to-the-minute data always on all publications as convenient as your phone?

- -Complete advertising rates
- -Minute circulation analysis
- -Detailed mechanical requirements
- —Color rates, closing dates, field covered, and ten thousand other details you need to know.

99% of the Advertising Agencies and hundreds of National Advertisers are saving money through S. R. D. S. Advertising men can now spend their appropriations intelligently and more effectively.

It's their "MARKET PLACE" because it gives intimate and reliable information quickly and accurately. All within two covers with current revisions every few days.

A copy of the current issue will be sent to anyone on ten days' approval if requested on business stationery. A trial will convince the most skeptical—ask for a copy today.

STANDARD RATE DATA SERVICE

526 West Fort Street

Detroit, Michigan



REG. U.S. PAT. OFFICE

You Can Cut the Cost of Mechanical Production

If you want to cut the cost of mechanical production in an intelligent way, the one best bet is O'Flaherty's Peerless Mats. On a great deal of work Peerless Mats give precisely as good results as electros or stereos, at a fraction of their cost.

There are other advantages, too, all of which have aided in extending the use of mats, and in overcoming the natural hesitancy toward adopting the newer developments. We shall be glad to have you consult us as to the availability of Peerless Mats for any specific job.

We also make quality electrotypes and stereotypes

Made by O'FLAHERTY 225 West 39th St. New York properly, and into such channels as will bring honest effort its honest reward.

The salesman who may have at some time been drawing a little easier money than he formerly got must come to the realization that he must be a producer, that he cannot merely enjoy the benefits of other men's work, beyond that point to which he contributes in the distribution and marketing of that labor. That salesman who says, "If it takes two hours "If longer, if it takes better skill, if it takes greater application during this period of readjustment, if it means finding new markets, I am willing to do my part," is accept-ing his responsibility. The question of the redirection of energies of men will then find a quicker solution.

But if the working men say, "regardless of the condition in which our industry finds itself, we insist upon the maintenance of a preconceived notion of values," then the employer is not going to find a market for his labor and the salesman is not going to find it easy to sell his goods. If the salesman says, "I insist upon the same rate of pay and the same easy hours and the same 'slice off the top' of all the business that is being done," then readjustment is going to be a little slower. It is not "what is the matter with the world" or "what is the matter with the nation," or "what is the matter with the city," or even "what is the matter with the company?" It is a personal matter, but most people are thinking about it in too big a way, and not applying it enough to their individual cases.

Supposing everybody said, "The world needs my best effort. The world needs the best that I can produce. People want me to work, and to increase the wealth of the world." Whether he is in the factory, or whether he is in the factory, or whether he is in the counting house, or in the manager's office, or on the road as a salesman, if he will say to himself, "Can I do any more than I am doing? Can I personally solve my part of the problem by

increased efficiency, energy and application?" then your big problem is solved, because consumption will quickly follow big production if aggressive sales and advertising effort is tied up closely with it.

There is no better way to secure this combination than to have the business executive realize his responsibility. He should always try to act as interpreter of one man's work to the other. must remobilize and redirect the energies of men, and prove by better management that there is no real clash of interests. condition we face in this respect is no different from that in any other part of the industrial world. Just as America has always been first in its sales and advertising efforts, we should be first in our effort to sell the ideal of co-operation, to sell one man's kind of work and its importance to another man who depends upon his co-operation.

All men are mutually dependent. In New York, Detroit, Manchester, Melbourne and Calcutta it will be found that men can't live in their own shell. They can't make a living as did the people in the distant island who took in each other's washing. All have to co-operate if world industry is to go ahead.

AN ANALOGY IN FOREIGN TRADE

I asked Mr. Smith what the new Foreign Trade Financing Corporation, in which he is vitally interested, would mean to the manufacturers and workers of America, and whether it did not have an important bearing upon the question of overproduction.

"In that company," he said, "we want to help solve one problem. It is only one, that of mobilizing the loose change of the country into a foreign trade bank that will enable us to ship some of the products that are being manufactured here in America into markets that are ready to absorb them if we will give them enough time to turn them over for payment. This is a \$100,000,000 corporation that is formed for the purpose of

granting long term credits and thereby giving buyers in foreign countries the power to absorb our

surplus products.

These people now cannot buy dollars, because their exchange is too low and in some cases abso-Why should lutely prohibitive. we stop shipping automobiles, for Australia, instance, to Australia can use these machines, if the Australian buyer of the automobile does not have any dollars available at the present time? He is prosperous and working. If we will loan him some money by purchasing some of his underlying securities, we create a dollar market in Australia, enabling him to purchase automobiles that he wants, and thereby keeping the men in Detroit employed, and providing a market in Detroit, indirectly, for my typewriters, and for other products. Therefore, a dollar started to roll in Australia rolls right on through the factory, from the factory into the working man's pocket, from his pocket. part to the grocer, part to the clothier, and part to the railroad.

"A dollar can do a whole lot if it is kept going. We propose to start a few dollars from the other side in this way by means of this big corporation, which is able to ride over and master the big problems which can only be handled by direction of the proper sort,

"From an advertising standpoint, it means this-that those big institutions that have ventured out into foreign fields would not have to withdraw their outposts during the period when they could not sell goods abroad. These outposts had been put out during the years when sales were flowing, and it means that these outposts will be there, if we can extend long term credits, when normal conditions return, and that the American method of selling, which is advertising to a very large extent, will follow these outposts.

"It is just as evident that American advertising will follow American salesmen as it is that American salesmen have got to precede the sale of American goods. If there is one way that American salesmen are unique, it is in co-operation with the advertising, and I think the advertising men as a whole would regret very much having this great big field which they have yet left untouched to a very large extent."

to a very large extent."

There is the same necessity in foreign markets for better direction and closer co-operation as there is at home, and the two ideas are closely connected.

The man who produces, who works hard with his hands, has a right to expect that the sales force will work just as hard and intelligently selling the product. rewards for workers, management and capital all come out of the final sales. They all have a stake in it. It is the boss's job, the president's job, to get the right kind of co-operation now. close tie-up between all the elements in his business, a new hitch in the belt to meet this market will very often cause management to change selling and advertising plans to meet the greater production effort needed now.

It is just as necessary as ever to have full-time production. How else can unit cost of production be cut? To get big scale production we need three things:

1. Better direction of the ener-

2. Closer co-operation between factory workers, sales force and management.

 Steady future markets — a stabilized demand which can be secured quickly and held by the best sort of sales and advertising efforts.

The last requisite touches upon the very fundamentals of the advertising business. The other two are just as essential for business. Advertising and sales ideas help bring about the real kind of cooperation needed.

W. P. Frye Returns to Royal Worcester Corset Co.

W. Philip Frye has returned to the Royal Worcester Corset Co., Worcester, Mass., as advertising manager. He resigned this position, which he had held for fourteen years, to become advertising manager of the M. S. Wright Co., in July, 1920. 1921

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THREE RECOGNIZED AUTHORITIES



AUTOMOTIVE INDUSTRIES

(The Manufacturing Authority)

This weekly paper is subscribed to by over 90% of those responsible for the expenditure of over \$2,000,000,000 a year in total car and truck production. Its editorial sub-divisions completely cover Engineering, Production, Merchandising and Economics.

MOTOR WORLD

MOTOR AGE

(The Selling Authorities)

Two weekly business papers reaching a dominating percentage of those who sell and maintain a field in which over 8,000,000 cars and trucks now operate and in which over 2,000,000 of these vehicles are being produced annually.

Motor World specializes on selling. Motor Age devotes much of its space to maintenance and service. These three papers are not only read, but they are consulted as all real authorities are consulted, because of the worth-while information they contain.

NOTE.—Because of their different editorial complexions, the circulation of Motor World and Motor Age show less than 5% duplication.

CLASS JOURNAL COMPANY

239 West 39th Street

NEW YORK

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Precaution in Working With Colors on Car Cards

COLOR is such a powerful element in itself that in the street cars where color plays a prominent part, it often develops into an actual hindrance to the selection of sketches for a proposed campaign.

An instance is recalled where it was sensed that a certain advertiser was putting a wrong emphasis on color in



selecting his sketches and copy. He just naturally got to thinking more about color than anything else. The next time we sent him sketches they were in rough pencil form. We received a letter by return mail expressing his disappointment that the



sketches were not in color, and asking why we had sent them in that form. To which we replied: "The sketches



were purposely sent you in black and white because if you will permit us to suggest it, you were unconsciously placing too much emphasis on color in the selection of your car cards.

Color is so powerful that you have to watch out or it will



influence you against your will. It is doing the same thing to you that it does to the people who sit in front of your Card in the cars.

Color not only invites attention, it commands it. It

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reaches out and captures your eye and takes it where it will.

In the preparatory stages of your advertising we want to consider color as an incident to the picture. The primary mission of the picture is to express an idea. But the idea comes first. After we have all decided upon the idea



which best conveys your message to the public, then we will proceed to express that idea in form of picture and color."

This is a point which should be watched very carefully when preparing street car cards.



Be sure your basic plan is there first—then correctly interpret that plan or idea in picture or text, taking full advantage of the color element.

If you realize the power of the picture in advertising (as



all advertising men do today) you must realize the power of the picture intensified a thousand fold by color, with the added element of actual size to lend conviction.

In no other medium do you get quite the intimacy or



realism of the product or picture, actual size, in full colors.

STREET RAILWAYS ADVERTISING CO.

HOME OFFICE

Candler Bldg. New York

Water Bills and Newspapers

The finest home and the humblest cottage have at least one detail in common. That is a water meter.

9,500 water bills are paid to the City of Shreveport monthly. As practically every family uses water through its own meter these figures safely represent the number of families permanently residing in Shreveport.

For the week ending February 27th the average net paid circulation of the Shreveport Times was 22,174 daily, and 31,828 Sunday, divided between city and country as follows:

City 9,040 daily 12,011 Sunday

Country 13,134 daily 19,817 Sunday

The thoroughness of the Times in covering the city is definitely established by these figures, while its supremacy in the country is again verified.

The Times is the FIRST paper in and within 150 miles of Shreveport. The ONLY paper needed to thoroughly cover and sell this wealthy and progressive commercial, agricultural and mineral territory.

The Shreveport Times

Published Every Morning in the Year

ROBERT EWING, Publisher, JOHN D. EWING, Asso, Publisher

S. C. BECKWITH COMPANY, Representatives in the East

JOHN M. BRANHAM COMPANY Representatives in the West and South

Prestige Brings Department Store Concrete Results

Had Long Used Extensive Space But Found Unusual Advertising Reached New Customers

HOSE skeptics who question the dollars and cents inventory value of prestige advertising can find some concrete evidence in the recent experience of the L. Bamberger & Company store of Newark, N. J.

A certain prestige must adhere to an institution before it can get a chance to demonstrate its ability to serve. "Straight selling talk" will not always bring the necessary opportunity. Prestige advertising of the right kind has brought it in this particular case.

Typical of this advertising was the Bamberger store's Inaugural Day announcement on March 4 occupying full-page newspaper space. It bore the heading, "A Great Nation To-day Welcomes Its Twenty-eighth President." An outline picture of the federal capitol appeared at the left and below it was a list of the signatures of all the presidents in the order in which they served.

Did you ever see a collected list of all the presidential signatures? Probably you have not. The advertising department of the store, with the help of the libraries and historical societies of New York and Newark, was unable to find such a collection. So it started out to collect and assemble the signatures of the presidents from George Washington to Warren G. Harding.

It proved a considerable task Books, pictures, old magazines and reproduced manuscripts were gone over until one o'clock of the morning when the copy had to go to the engraver before the list was completed. That is typical of the care which has been used to prepare the series of dividend-paying prestige advertisements which the store has used.

The message was untinged with commercialism, and its general tone is reflected in the concluding

paragraph, which stated, "Looking onward into the future, we cannot but prophesy for America, in her honorable place among the nations of the earth, an era of righteous leadership in world affairs."

The only mention of the store was the restrained display at the bottom of the page: "This space dedicated to the occasion by L. Bamberger & Company.

The first of this unusual series of department store advertisements was a full-page illustration by Christy, his first commercial work, which was reproduced in PRINTERS' INK. Others of the series were illustrated by Neysa McMein and Coffin.

Situated as it is in Newark, the store has to meet the competition of the New York stores' attractions. How to flag the thousands of shoppers who live in the Newark suburban towns, and attract them to the Newark store when they are predisposed to shop in the Manhattan district, was the problem which confronted the advertising department of the Bamberger store. For years it has used advertising extensively and its straight selling copy is uniformly of high grade. The store was among the leading department stores, yet there was a large number of class customers who were within trading distance who had not been reached.

PROOF THAT IT PAID

It was regarded as a matter of creating prestige, and such unusual advertisements as these mentioned, carrying full-page illustrations signed by nationally known artists, and the Inaugural Day announcement, were the method chosen to put the L. Bamberger & Company store within the red circle of many previously unreached shopping maps.

accounts, of limousine borne shoppers from 'the Oranges' and other fashionable residential districts, have been added; also shoppers from far-distant cities have called and mentioned the new advertising," as the store's advertising department explained it to PRINTERS' INK. That is the more striking because the advertisements have appeared in local newspapers only - one in New York City, those in Newark and in the suburban cities.

A woman from Detroit remarked that she had never been in Newark before, but had come to see the store that had such "wonderful advertising." She volunteered to tell her friends about it when she returned. "That 'telling of friends' probably accounts for most of the callers from dis-tant cities. The women who reg-ularly come to New York for their seasonal shopping follow the advertising of the metropolitan papers more or less regularly, and they are glad to spread the shopping news to friends," was the further explanation of those who originated the plan and prepared the copy.

Smith & Wesson Return to Advertising

After waiting seven years, due to pressure of war work, Smith & Wesson, Inc., Springfield, Mass., one of the oldest makers of revolvers in the United oldest makers of revolvers in the United States, will again use advertising to market its products. This company has placed its account with Grandin-Dorrance-Sullivan, Inc., and has approved a schedule which includes general and class magazines, outdoor, business paper and farm paper advertising.

Bernard Dillon with McCutcheon-Gerson

Bernard Dillon, formerly with the Reuben H. Donnelley Corporation, Chi-cago, and previously with the Hurley Machine Co., Chicago, has joined the staff of the McCutcheon-Gerson Ser-vice, Chicago, as production manager.

Cleveland Agency Has Folding Machine Account

Lloyd W. Young, of Cleveland, has been appointed advertising agent for the Cleveland Folding Machine Com-pany. A business paper and direct-mail campaign is being planned.

Advertising Reserved Seats in the Circus

New York, March 1, 1921. Editor of PRINTERS' INK:

The archives of mighty Rome, coming

to light, has hit our pompous claims more than one good jolt.

more than one good jolt.
Recently, I was rather amused to read
the claims of priority of America's
hoariest copy writers.
Oh, ye feeble moderns, withdraw
such hasty claims!

From the larva-buried Pompeii, a provincial city of small Latin trades-men, the following advertising handbill has come to emphasize that there is

nothing new under the sun.

"The gladiators of the aedile. A. Suettius Curius, will fight May 31, at Pompeii. There will be beast-fighting, and the spectators will be sheltered by an awning."

an awning."

No common event, these exhibitions of gladiators, with their 15 to 150 thousand man-killing fans. The assurance of an awning to shelter these fight-loving Romans was very important for sometimes it happened that the pleasure of the occasion was interfered with by rain or the hot sun.

What treasures of copy these masterful ancients might not have handed down to us had Rome followed a commercial bent, rather than its imperial policy of exacting tribute from conquered tribes and nations from the farthest boundaries of the then-known world.

world.

WILLIAM W. AYRE.

Graphic Arts Company Formed at Hartford

The Graphic Arts Company, art and engraving, has been formed at Hartford, Conn.. to take over the art and engraving departments of The Manternach Company, Hartford, advertising agency. The Manternach Company will retain the personnel of its present agency executives, and the Graphic Arts Company will take over the personnel of the Manternach art and engraving divisions graving divisions.

Carroll J. Swan Heads Lantern Club

Carroll J. Swan was elected presi-dent of the Lantern Club, New Engmagazine representative, Boston, e recent annual meeting. Ben L. land the recent annual meeting. Moyer was made secretary-treasurer. Mr. Swan succeeds Tilton H. Bell, and Mr. Moyer succeeds Charles H. Dorr.

New Cleveland Financial Advertising Service

George H. McGurty and Miss Katherine L. Smith have formed the McGurty and Smith financial advertising service at Cleveland. Miss Smith was formerly trust officer of The United Banking & Savings Company.

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Announcement

COMMENCING with the issue of July, 1921, Everybody's Magazine will be issued in the standard format of 224 lines to the page.

Toward this end, the fiction content has been strengthened not only in quantity but in breadth of appeal.

The new Everybody's Magazine will be made up almost entirely of fiction of the same high character for which it has always been distinguished.

The present circulation guarantee of 300,000 will be continued. Advertising rates will be reduced to conform with the new size, and existing contracts will be adjusted on this basis. New rates will be mailed shortly.

THE RIDGWAY COMPANY

New York City

EVERYBODY'S MAGAZINE ADVENTURE MAGAZINE

Why Fighters Can Win in Rich Farm Market

GEORGE B. SHARPE, assistant general sales manager of the Cleveland Tractor Company, in an address before the Chicago Association of Commerce Advertising Council, declared that the farmer is a great deal better off to-day than he was in the period before the war.

"In spite of all this pessimism, fog and doubt," said Mr. Sharpe, "the farmers to-day are getting a great deal more for their produce than they did in the eight or ten years before the war and are actually better off. They are having more trouble borrowing money, but fundamentally and intrinsically their condition is vastly better.

"This Central Western farm market is the richest country in the world from an agricultural standpoint. Steel mills can slow down, textile mills can close, building and construction may hesitate, but agriculture is the one industry that never falters. The farmer continues cultivating his fields and keeps going ahead.

"Government statistics show that in this country there are on hand about 100,000,000 bushels less wheat than a year ago. There is a shortage of wheat throughout the world. This is why authorities are predicting that the prices the farmers will get for their next crop will be considerably in advance of present quotations. This is bound to make for optimism and better buying.

"During the war the farmer, due to his much larger income than he ever had before, became accustomed to a better standard of living. He is not going to get weened away from this standard overnight.

"But when is the farmer going to resume buying? It has been my experience over many years that as soon as things began to warm up in the spring the farmer becomes a different kind of individual, his habit of thought changes and he begins to look forward instead of backward. I believe that just as soon as spring opens up you are going to have your order departments rushed and you are going to be a lot busier than you have been for nearly a year.

"Even at that it is not going to be easy for your salesmen when business thus opens up. The lazy salesman and sales manager are going to have a report to show, but the one who keeps after business is going to get it."

Will Advertise Toilet Goods

The McJunkin Advertising Company, of Chicago, has secured the account of the J. R. Watkins Company, of Winona, Minn, manufacturer of the "Garda" line of toilet preparations. Women's publications will be used to advertise the line directly and an institutional campaign will appear in agricultural papers.

New Candy Paper in Chicago

The publishers of Candy & Ice Cream, Chicago, are starting another publication to be called The Candy Jobber, which will be devoted exclusively to the jobbing confectioners. Iverson C. Wells, who has been in Chicago newspaper advertising work for some time, will be editor.

United Drug Profits Over \$5,000,000

In its annual report for the year ended December 31, 1920, the United Drug Co. shows net profits, after charges and ordinary taxes, of \$5,189,-215. Net sales for the year were \$68,428,179.

Orland P. Bassett Dead

Orland P. Bassett, who organized the Pictorial Printing Company of Chicago and was president of it until 1916, died in Pasadena, Cal., aged 86. Mr. Bassett was a close friend of Abraham Lincoln.

A. F. Egger with "Good Housekeeping"

Arthur F. Egger has joined the advertising staff of Good Housekeeping, New York. He was formerly business manager of the Meek Oven Manufacturing Company of Westport, Conn.

Audit Bureau Appoints Advertising Manager

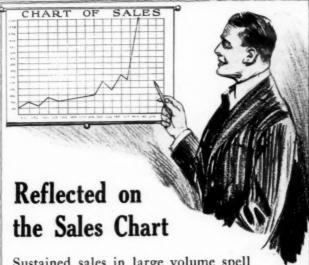
Manfred Darmstadter, previously on the staff of The Martin V. Kelly Company, at Toledo, has been appointed advertising manager of the Audit Bureau of Circulations, Chicago. 921

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Sustained sales in large volume spell prosperity for both manufacturer and retailer.

Only the right sort of merchandising aids bend a sales curve upward.

The Brooks Display Container

brings product and consumer together in such a cordial way that selling is automatic. The sales manager can discount variations in clerk effort, and confidently count on

large, steady results from this container.

Your product may be just the one to sell in this way.

BROOKS BANK NOTE Co.

MANUFACTURERS

Lithographed Folding Boxes
Labels Window Cards

Office Stationery

Springfield, Mass.

New York Philadelphia 100 Hudson St. 425 Sansom St.

> Boston 114 State St.



The Autobiography of An Average New York Newspaper

THE MORNING PAPER





I am delivered in the morning shortly after the milk bottles.

I am bought when my purchaser starts home from the work of the day.





The man of the house skims me through at breakfast.

He reads me on the journey home and while waiting for dinner.





The lady of the house gets two glimpses of me while her husband puts on his coat.



After supper the daughter and son look me over.



The man reads me more thoroughly on his way to work.



Then the wife reads me thoroughly and often the man looks me over again.



When he gets to the office, into the waste paper basket I go.



The next morning I am used as a directory for the family shopping.

That is why the New York Department Stores used more than twice as much advertising space in the Evening Newspapers as in the Morning Newspapers during 1920.

In your campaign in Greater New York you will do well to use the New York Evening Post, which in each of the past five months has shown a greater proportionate gain in advertising than any other New York newspaper.

San Diego Counts Noses to Show Advertising Returns

Has Tangible Evidence to Show Returns for Money Invested

THE doubting Thomases who "don't see where there is anything in it for a city to advertise" can get some enlightenment from a report of the San Diego-California Club on its first year of advertising. The cost of the campaign was \$150,000, which included the necessary expenses of maintaining the club—an important part of the publicity plan.

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According to the report, which is given in concrete results, as well as in the amount of space used and the volume of circulation, more than 500 families had already registered at the Club headquarters at the time the report was made. Two thousand other families had stated definitely that they were going to San Diego to live, and a considerable part of them set a definite date for their arrival

People from outside had invested \$5,000,000 in real estate.

Bank deposits had increased \$9,974,000 in the first seven months of the campaign. The yearly increase for the three previous years averaged \$3,685,000. From December 31, 1918, to October 31, 1919, the increase was \$1,781,000. From that date to May 1, 1920 (the first seven months of the advertising campaign), the increase was \$9,974,000.

The building permits, aside from Government buildings, were \$629,-692 for the period of November to June before the advertising started. For the same period immediately following the advertising, building permits amounted to \$2,001,719. The increase was credited largely to people who had recently come to the city.

These were among the definite, tangible results—which are almost always the smallest part of the actual returns. O. W. Cotton, secretary of the San Diego-California Club, stated in a detailed report last month that in addition to the 500 families known to have

come to the city as a result of the advertising, 6,054 families had been made honorary members of the club upon definitely stating they are going to San Diego. Of these 2,450 had not definitely decided to go until after receiving a letter that the club sent out as part of the follow-up. Of the 46,151 that answered the advertising, there were 25,000 who had not received the follow-up letter at the time the report was made. If the same percentage of these respond that had sent in favorable reports after receiving the followup letter, the report estimated there would be 2,000 more families that would decide favorably on San Diego as a place to live.

VARIOUS INDICATIONS THAT THE ADVERTISING HAS PAID

Admitting that a considerable number of those who sent in favorable reports will eventually change their minds and not go, families are arriving and registering at the club at the rate of a hundred a month. Also a third of those who have thus registered neglected to send in their questionnaire, so that the club had no record of them until they were actually on the ground. Of course some who locate in the city do not go to the club for registration, and most of the latter are not included in the report.

Other evidence that the advertising was exerting an influence, other than shown by actual arrivals, was the established fact that some who had decided to make San Diego their future home, but had not yet gone there, were using the club stationery to urge friends to accompany them. Also during the first nine days of January of this year, 104 inquiries were received, which was the largest number recorded in that length of time during the whole campaign.

Those in charge of the adver-

tising campaign for San Diego first asked themselves, "What have we to sell?" "To whom are we going to sell?" "Where is our market?" "Is this the time to sell, and if so, why?" It was not until all these questions were satisfactorily answered that any copy was prepared.

Other cities have as much to offer as has San Diego. Others can use the same methods of presenting their attractions.

It is not advertising, but the lack of advertising, as a keen student of municipal development points out, that makes so much moving from one place to another. The reason is that people are attracted to a city or district upon general report, or perhaps a partial investigation. When they go there they are often dissatisfied because they find conditions different from what they expected. On the other hand, where cities advertise, prospective residents have a much better chance to learn about the true conditions that obtain, and in most cases they locate with a much more complete understanding than when they have not had a chance to study the new place through its advertising. That same man points out that frequently people leave a city because it has not been sufficiently advertised to them; they do not know the opportunities it holds for them.

The purpose of municipal and State advertising is to attract and hold residents and industries permanently. That can be done only by inducing those to come who understand and like the conditions in the new location.

The Registration of Descriptive Trade-Marks

HENRY SONNEBORN & Co., Inc. BALTIMORE, Md., Feb. 18, 1921. Editor of PRINTERS' INK:

We believe there was a reference in one of the copies of PRINTERS' INK to the effect that a descriptive name could be registered under certain circumstances. In looking over our copies

to day we can not find this reference, and we are wondering if you can shed light on the subject. We do not have a complete file of back copies and that may be the reason we cannot find the discussion of the subject.

discussion of the subject.

We shall appreciate any information you can give us on this point.

Henry Sonnesorn & Co., Inc.

H. E. Sands.

T is not the copyright law which Mr. Sands has in mind, but the Trade-Mark Act of March 19, 1920, which provides among other things that the Patent Office may grant registration to trade-marks which have been in bona fide use for not less than one year, but which were not registrable under the Act of 1905 because they consisted (1) of descriptive or geographical words or devices, or (2) of the name of an individual not distinctively displayed. This law was passed primarily for the purpose of enabling concerns using such marks to gain registration for them in foreign countries, where a certificate from the United States Patent Office is required before registration can be obtained.

Under the terms of this law, as interpreted by the Patent Office, it is possible to secure registration for descriptive names and devices which have been used as trademarks for a year or more, pro-vided they are not identical with some mark previously registered. It should be borne in mind, however, that this registration does not represent any extension of trade-mark rights, nor is it the equivalent of registration under the Act of 1905. Registration is simply an official record of such rights as already exist. The chief advantages to be gained by registration under the Act of 1920 is the ability to secure foreign registration, and the assurance of Federal jurisdiction in case of litigation.—[Ed. PRINTERS' INK.

New Wells-Ollendorf Accounts

New accounts recently secured by the Wells-Ollendorf Co., Chicago advertising agency, include these Chicago concerns: Luxtone Company, toilet preparations, manufacturer of "Beauty Secret"; Walter C. Shawlin Co., automobile accessories; Interstate Audit & 'Accounting Bureau, and the Chicago Art Trimming Works; manufacturer of ladies' dress essentials.

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A MAN BOUGHT TEN MIL-LION CIRCULATION FOR A COMMONPLACE ADVER-TISEMENT, BUT IT DID NOT COMMAND NEARLY SO MANY READERS AS A FINER ADVERTISEMENT WHICH HAD NOT MORE THAN A MILLION PRINTINGS.

GLEN BUCK Advertising CHICAGO

Borden Uses Newspapers Intensively to Round Out Campaign

What National Advertiser Has Discovered from Employment of Daily Papers

THE Borden Company, maker of milk products, has worked out a closely articulated scheme of national and local advertising that is proving effective in keeping up the consumer demand for Eagle Brand Condensed Milk and Borden's Evaporated Milk, and at the same time is putting a big help behind the wholesale grocers'

salesmen.

Women's publications form the basis of the national campaign. A twelve-month schedule, practically all in color, is the foundation for building up the permanent and consistent consumer demand which must always exist for a product, no matter what other form of sales promotion work is used. Small space in newspapers, three times a week, on a twelve-month schedule, in newspapers all over the United States, is, practically speaking, the rest of the scheme. The newspaper schedule at first called for three insertions a week. fifty-two weeks a year. Close investigation revealed the fact that running three consecutive weeks and staying out the fourth week and repeating this process throughout the year, the cost of the year's campaign could be reduced one-quarter without ma-terially weakening the appeal. In this way 25 per cent more cities and towns were added to the list.

On a programme like that, small newspaper space was necessary. Almost the smallest unit of space was taken—single column, three inches. A pronounced and striking style of display was decided upon for each series of advertisements—a bold and spotty effect in sharp contrast to the usual run of advertisements carried by local

papers.

Better results have been secured from using all the morning or all the evening newspapers in a city than from using one leading morning and one leading evening paper.

Moreover, a high quality of service is being rendered by many socalled "second string" newspapers. In many cities there is a dominant paper with the greatest circulation. But there are generally a second and a third paper, smaller in size, but which have a following that the company feels is impor-tant. One case is typical. A cer-tain city has a splendid evening paper with a large circulation. It has another evening paper with a circulation about 60 per cent as large as the first. Its rate is proportionately lower. It has also a third evening paper, still smaller, with a still lower rate. All three papers are used in this city. company has frequently found that a smaller paper has a more loyal following than a larger paper, and while its rate is in proportion to its circulation, the greater loyalty of its fewer readers makes it a better buy.

DEALERS LIKE THE LOCAL ADVERTISING

This constant stream of small advertisements, well designed and hand lettered, in newspapers all over the country, is proving of great interest to the trade as well as to the consumer. It keeps both dealer and consumer constantly reminded of the line. Each advertisement conveys one separate thought. Each little newspaper advertisement helps to make the more costly magazine advertisements more effective.

While the periodical advertising is naturally impartial so far as territory is concerned, the newspaper advertising, put into strategic centres, enables the general advertising to be especially effec-

tive in those centres.

Furthermore, the twelve-month schedule, while it gives The Borden Company a steady and persistent campaign, is nevertheless so flexible that each locality can

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Money-makers wanted!

You want to reach a lot of money-makers with your advertising—and not mere money-makers; not nose-to-the-grindstone businessmen.

No; you want good spenders—activeminded men with plenty of wants and the money to satisfy their wants.

Good sportsmen—hunters and anglers—are such men. They are red-blooded and clear-headed. They are successful in business. They are money-makers, and they are free with their money.

You can reach them—100 per cent such men—without wasting any money on the other kind (or woman either).

FIELD

QUTERS'

New York

Chicago

Man

receive extra attention on any particular Borden product, while at the same time the influence upon dealer and salesman is not

changed. While this newspaper campaign was planned to stimulate salesman and dealer interest first of all, it has the further advantage of supplementing the effects of the periodical campaign by localizing it for the consumer.

Pupils Make Health Posters

A poster contest has been started by the Philadelphin Health Council, in which the pupils of eight of the schools of the city will compete. The object is or the city will compete. The object is to obtain posters which will portray the principles of health in such a way that the business of keeping well will be made attractive to all who see the posters. George F. Goldsmith, advertising manager of the Public Ledger, will judge the posters for their value in "selling" the health idea.

Sells Furniture through Its Own Stores

The Rattan Shops, Inc., Santa Bar-bara, Cal., manufacturer of reed furni-ture, plan to use newspapers and periodicals covering the company's zones of operations. Two stores are now being conducted, and it is planned to open others in leading cities and to market the product direct to the ultimate buyer.

C. L. Perkins with New York "American"

C. L. Perkins has been made head of the classified advertising departments of the New York American and Chicago Herald and Examiser. Mr. Perkins had recently been in control of the Perkins Classified Advertising Service. A successor in the Classified Service organization has not yet been chosen.

Joins "Women's Wear"

Joins Women's Wear'
Earl T. Nightingale, who was formerly with the American Press Association and for a number of years associated with the advertising departments of newspapers among which was
the Norfolk, Va., Daily News, has
joined the advertising staff of Women's
Wear, New Yor.k

Pollyanna Hair Net in

New England The advertising of the Eastern Tex-tile Co., New York and Boston, manu-facturer of the Pollyanna Hair Net, has been placed in the hands of the Saxe Advertising Agency, Inc., Boston. Advertising will appear in New Eng-land papers only for the present.

Changes in "World" and "Evening World"

W. G. Woodward has been appointed display advertising manager of the New York World, and on April 1 J. M. Boyle will become display advertising manager of the Evening World. Mr. Woodward preceded D. Fitz-Gibbon as advertising manager of the New York American. Mr. Boyle is advertising manager of the New York Evening

R. H. Cornell, who has been display advertising manager of the World, has resigned to become assistant publisher of the Houston, Tex., Chronicle.

Washington Stores Open to Inauguration Throngs

Inauguration Throngs
On Inauguration Day retail stores in
Washington, D. C., "carried on" as on
any business day. Usually a general
holiday is declared and all the clerks
join in the inaugural celebration.
Keeping the stores open was supposed
to be in keeping with the "let's go,"
get-busy policy of the new administration. "This was marked by bursts of
enthusiasm on the part of the merchants," says a PRINTERS' INK COTTEspondent, "but it was gall and wormwood to the merry villagers as a whole."

Providence, R. I., Agency Changes Name

The Larchar Company, Providence, R. I., advertising agency, changed its name on March 1. The new corporation will be known as the Larchar-Horton Company.

S. Horton, who has become Elmer S. Horton, who has become vice-president and secretary, was for six years a member of the advertising staff of the Providence Journal, the last two years being advertising manager and during the last year was in the banking business in Providence.

Stukosteel Account with Frailey

The Stuke Steel Company, of Youngstown, O., manufacturer of Stukesteel, a building material, has placed its advertising account with The Frailey Advertising Company, of Youngstown. Direct mail and newspapers will be the mediums in the initial campaign.

Harry A. White, formerly with the Curtis Company, is now with the Frailey company, in charge of promotion.

Schaeffer Pen Account with Rankin

The Schaeffer Fountain Pen Company, Janesville, Wis., and New York, and The Lightolier Company, New York, have placed their accounts with the New York office of the Wm. H. Rankin Company.

Newspapers and rotagravure sections will be used for the Lightolier Company.

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Buy your Dealer Helps by the YEAR— not by the piece

JUST as the practice of buying publication space from month to month—on a no-plan basis—has given way to planned year-in-advance campaigns, so is the unorganized, spasmodic purchasing of dealer help material giving way to planned dealer help campaigns—laid out at one time.

"Dealer helps that help the dealer"

Window Displays, Counter Displays, Specialties, Direct-by-Mail Campaigns through the dealer, etc., etc.

Printed, Cast, Lithographed, Stenciled, etc., etc., on Paper, Cardboard, Wood, Metal, Glass, etc. Advertisers are learning that the newer method of dealer help advertising, with all the planning done at one time, leaves the balance of the year free for the more efficient execution of the plan, effecting at the same time distinct money economies.

The J. R. Mayers Co., Inc., is a pioneer in consistently advocating and working out planned yearly dealer help campaigns. Its work on this basis for some of the country's largest national advertisers, covering the planning, designing and manufacture of dealer helps, regardless of the process or medium employed, equips it to be of unusual assistance to both advertisers and advertising agencies.



The J. R. MAYERS CO., Inc.

AEOLIAN BUILDING, NEW YORK

Dealer helps for national advertisers planned, designed and manufactured



NE naturally associates exquisite printing with Foldwell coated paper—so surpassingly beautiful are the impressions left upon its specially prepared surface.

The master printer and the experienced advertiser are no longer particularly surprised over excellent work done on it. They expect this they depend on it—and they are always satisfied.

To what other paper can one turn with the same absolute assurance of perfection in reproduction? To what other paper can one turn, confident that even after folding, unmarred beauty will persist in the printed piece?

These are Foldwell advantages. They can be profitably used by those who want their printed pieces to make telling impressions.

If you would like to test our paper we will gladly furnish samples for the asking.

CHICAGO PAPER COMPANY, Manufacturers 870 South Wells Street, Chicago

Distributors in all Principal Cities



Coated Book Coated Cover Coated Writing

Where Advertising Turns Unfavorable Trade Conditions to Its Advantage

Vital Part of U. S. Gypsum Company Campaign Is the Training of Salesmen to Be Many-sided Experts

By Arthur Cobb, Jr.

HAVE been laboring for half a day, trying to think of a suitable introduction to this article. I talked to C. F. Henning, general sales manager of the United States Gypsum Company, for several hours. He filled me so full of brass-tack information about his advertising and sales methods that I knew I would have no trouble in telling the story. My one fear, however, was that I would not be able to make manufacturers outside of the building field realize that the article will be helpful to them also. You know that is why it is so difficult to write for PRINTERS' INK. readers of the publication are manufacturers in every conceivable line of business. For this reason if you are writing about the soap business, you must interpret soap methods so that the ribbon manufacturer, the stove manufacturer and the confectioner will get ideas for his own business.

Appreciating my problem, will you let me dispense with the usual introduction? I am anxious to get at the real story. Here are four reasons why every advertiser

should read it:

1. It furnishes us with a graphic example of how a manufacturer can adapt his advertising to current industry conditions.

2. It tells of the many avenues of sales expansion that are open to an advertiser who will steadily seek new uses for his product.

3. Where many factors enter into the sale, it shows how a campaign can win the influence of

them all.

4. It describes the Gypsum system of training its salesmen so as to equip them with the knowledge necessary to back up the advertising expertly.

Now to the story.

The United States Gypsum Company presents an illuminating and really inspiring example of how new markets may be created by a close study of the relations between the inherent properties of a given material and its useful possibilities.

The operations of the company, extending over a long period of years; are at present culminating in two major activities: the establishment of a most unusual type of salesmen's correspondence school, and an advertising campaign on "Sheetrock, the Fireproof Wall-

board."

The company is carrying on these undertakings in spite of the particularly stubborn deadlock condition that prevails in the building industry throughout the country. Gypsum, be it known, finds its widest application as a building material. So those who believe that "1921 will reward fighters" here find that slogan being put to an acid test.

WHAT IS MADE FROM GYPSUM

What is gypsum? A chemist would tell you it is hydrous calcium sulphate. This means calcium sulphate in chemical combination with water. Gypsum is a mineral widely distributed in the United States. It occurs as a white or grayish-white rock, and is extracted from the earth by mining operations. To fit it for use it is crushed, heated and pulverized. The heating drives off part of the water, leaving the "calcined" gypsum as a more or less inert substance, but with one dominant characteristic: a real hankering to get that lost water back again. When it does get it back, it solidifies, or "sets," into

hard cement - like substance. This material is commonly known

as plaster of Paris, which is nothing more than gypsum treated in the manner mentioned and returned to its original rocklike condition by recombining with water.

In its natural state gypsum is employed as an agricultural soil agent and was used in the brew-

render it if he did have. But the point is that this company, through an intelligent study of these different applications of gypsum in the building field, has built up a business that furnishes strong competition for several separate industries already well intrenched there.

Gypsum wall plaster competes

with the widely known kind made of slaked lime and sand.

Gypsum tile invades the field of the different varieties of clay tile and terra - cotta building materials.

Gypsum board is an alternative for wood or metal lath. In the "Sheetrock" form it is also used for a finished wall, like the different kinds of wood fibre wallboards which have been so extensively advertised in

recent years.
And all this has been accomplished by a perfectly human selling organization operating in the normal way through retail dealer

channels.

How is it being done?

Here is an inci-dent that will help

to illustrate. A gypsum sales-man called on an architect who was preparing plans and specifications for a building. The salesman wanted the architect to specify gypsum tile for the partitions and for fireproofing the columns of the building.

"We are just getting around to that," said the architect, "but we are pressed for time and haven't had a chance to check our original estimate on how much ma-terial will be needed. Come around in a day or so and I'll talk it over with you."

The salesman politely asked to





ADVERTISING NOW DWELLS ON REFINISHING OLD ROOMS, BECAUSE NEW BUILDING IS INACTIVE

ing industry. In the calcined state it enters into the manufacture of Portland cement and answers a variety of molding purposes. But it finds its widest field of usefulness in the manufacture of wall plasters, building tile and wallboards.

United States Gypsum Company says that gypsum is more fireproof, soundproof, heatproof, and more several other "proofs," than most any other building material used for these purposes. The writer, being no engineer, has no opinion on these points, and would probably not

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Invaluable

WHEN talk turns to values it inevitably begins to make comparisons. Values are relatively high or low as measured against standards that of themselves vary.

The circulation of the advertising medium you use is valueless, valuable or invaluable—in your eyes—in proportion to its yield of actual sales profits.

Query the average advertiser in the NEW YORK AMERICAN and he'll tell you that on the basis of directly traceable sales results the AMERICAN is the one New York newspaper he can't afford to do without.



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Business Good in Pittsburg!

The Pittsburg Press

CARRIED

703³ Columns Advertising (216,935 agate lines)

in its great Sunday issue, March 6, 1921, containing 124 pages, including the annual Spring Automobile Show number, with

271½ Columns Automobile Advertising (83,636 agate lines)

Exceeding next two highest competitors combined. And more than 25 columns of advertising were omitted on account of lack of space.

This enormous advertising record not only reflects good business conditions in Pittsburg, but emphasizes the value of THE PRESS as an advertising medium due to THE PRESS'

SUPREMACY In Circulation

Daily Average, February, 1920, 121,712

Daily Average, February, 1921, 151,830

Sunday Average, February, 1920, 131,125

Sunday Average February, 1921, 171,967

And Still Growing Each Day
GREATEST RESULT GETTER

THE PITTSBURG PRESS

O. S. HERSHMAN, Eastern Representative, Western Representative, President-Editor I. A. KLEIN, JOHN GLASS,

H. C. MILHOLLAND, Metropolitan Tower, Vice. Pres.-Adv. Mgr. New York Chicago Chicago see the blueprints. He figured on the back of an envelope for a few minutes and announced his result, which was found to check closely with the first estimate. Needless to say, gypsum tile was decided on then and there, the architect expressing surprise at meeting a salesman who was not only not afraid to look a blueprint in the face, but could read it accurately and dependably.

Unwittingly that architect gave expression to the big reason why the gypsum company is able to market its products on a large

Let us consider the angles of this problem a little more closely.

Selling anything in the building field is a many sided problem, no matter what the product is. In most lines the ultimate consumer is the deciding factor in determining a sale. But in the building field two other factors exert a powerful influence and must be reckoned with. These are the architect and the contractor.

So, in marketing a building material, the manufacturer really has four different influences to consider: the dealer, the contractor, the architect and the owner. And each has to be "sold" separately, because not one of these four has a viewpoint coinciding exactly with that of any one of the other three.

Add to this the fact that the particular material we are discussing itself has several different building applications, and we begin to get an idea of how complicated the merchandising problem

really is,

What must be the chief characteristic of a sales force to cope with a situation like this? The answer is almost self-evident. Sales ability, of course, is always requisite. But there is probably no salesman who needs such a thorough, intimate, complete, technical knowledge of his line, and of competing lines, as the gypsum salesman. To have this he must possess a working knowledge of mathematics, physics and chemistry; he should know how to figure building costs and estimate quantimate of the salesman costs.

tities from blueprints; he must understand laboratory tests and have sufficient general technical knowledge to meet architects and contractors on their own ground; in short, he must be something of a mathematician, chemist, physicist and engineer, in addition to being a salesman. The United States Gypsum salesmen are just this. And here is how they "got that way."

TECHNICAL TRAINING FOR SALESMEN

It will strain nobody's credulity to accept the statement that salesmen of this type are a scarce article and hard to pick up. The company didn't waste any time trying to pick them up. It decided to educate every man it employed. So it established an educational department in charge of a director and a corps of assistants. The business of this department is to see that everyone connected with the company, but more particularly the sales force, knows all he can learn about gypsum.

Theoretically, the course is not compulsory, but in the sales department it is practically so, because every man knows he cannot keep pace with the rest of the organization without it, and he also knows the company feels the same way about it. No exemptions are made on account of position, the five district sales managers being enrolled right along with the men.

Naturally, much time thought was given to laying out the details of such an educational programme. Of course, there is a sales manual, and a very elaborate and complete one it is. But a regular correspondence course, operating on a definite, personal schedule for each man, is the backbone of the instruction. This consists of a series of carefully written booklets containing the text matter, with a list of ques-tions at the end of each. These questions are planned so as to pique the interest and at the same time compel careful digging through the text to get the answers. For instance, here is one question in the text on chemistry:

"Is cow's milk a chemical compound or a mechanical mixture?" The whole organization got interested in this and discussed it heatedly for several days

heatedly for several days.

But to get back to the course. When a man can write out what he thinks are correct answers to the questions in a text, he mails them in. His paper is corrected, graded, and returned by mail. Each text must be thoroughly mastered before the next is taken up. The individual standing of a man is not published or made known in any way. Even his superior does not know his grades on his different examinations. That is a purely personal affair between the educational director and the man himself. The district sales managers are, however, notified when a man falls behind by failing to study; and they are also furnished regular reports showing the average standing of the different sales divisions as a whole.

"In laying out this course," said Monroe A. Smith, Jr., director of education, "we proceeded on the assumption that nobody knew anything at all beyond the three R's. So we begin with the basic studies of mathematics, chemistry and physics. Not until a man has a thorough grasp of these does he go on to the more specialized texts on the properties and uses of gypsum, and on estimating building costs and reading plans.

"We realize that this idea of a correspondence school is not new. It has been tried before. It usually flares up with a lot of enthusiasm for about six months, then dies out. With us the plan is permanent because the instruction is continuous. A man's education is never completed. And we by no means limit our students to the study of gypsum. There is hardly a subject of general commercial interest on which we are not prepared to give a course of instruction.

"By way of illustration, one of the subjects we have touched on is building management and finance. One of our Chicago salesmen recently landed an order he could not possibly have gotten without some knowledge of this subject. A large building had the usual lath and plaster specified for the walls and ceilings. The salesman wanted to get our 'Sheetrock' wallboard used instead. He argued in vain with the architect and contractor. Finally he went to the owner and showed him that the rental money he would gain by earlier occupancy in not having to wait for the plaster to dry out would more than equal the interest for that period on the owner's investment. He got the order.

RESULTS WORTH ALL THE STUDY INVOLVED

Mr. Smith was asked what means are used to deal with the small but inevitable percentage of men on any sales force who, for one reason or another, would be indifferent or antagonistic to an educational scheme of this sort.

"We have remarkably little trouble of that sort," he said. "This is probably because the nature of our business is such that the men keenly realize the value of the instruction.

"However, we don't by any means attempt to cram this down anyone's throat. We explain our viewpoint on the whole matter carefully and painstakingly, if necessary 'selling' each man individually on what we are driving at. Men who have more than the average amount of trouble with their courses are given personal attention. Sometimes I go right out into the territory and travel with them. We utilize waits for trains and other spare intervals to go over knotty points which are thus cleared up without in any way interfering with the man's regular work.

"In such manner we are able to gain the enthusiasm and co-operation of practically every member of the staff. One of our best students now is one of the older men who came in in a perfect frenzy when the course was first established—said he was too old to go to school and tried to hand in his resignation."

A salesman was called in on a complaint on a job in Pennsyl-

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THE JEWISH MORNING JOURNAL and

THE DAY-WARHEIT

announce the establishment of a joint organization—

The Jewish Market Merchandising Service to Advertisers

And the appointment of

JOSEPH JACOBS

Managing Director.

Mr. Jacobs has spent years of intensive study and work in the Jewish field in developing it, by sound, sane, constructive merchandising, into a buying market par excellence for nationally advertised goods.

His experience and intimate knowledge of conditions in this market, together with the complete, definite system of co-operation between manufacturer and distributor which he has perfected, will be at the disposal of advertisers and advertising agencies seeking to benefit from the tremendous buying power of one-fourth New York's population—its one million six hundred thousand American Jews.

The JEWISH MARKET

MERCHANDISING SERVICE TO ADVERTISERS

Jewish Morning Journal The Day-Warheit 257 Fourth Avenue, New York



"Every Young Girl's Ambition —to Make a Perfect Pie"

is the strikingly true heading used by a national food advertiser in his March page announcements. We know that actual letters (from every state in the union and every province in Canada) sent us by 2,066 of the 400,000 girls who subscribe to THE GIRLS' COMPANION show their chief interest is in culinary matters. Hence the equipping of our schools with domestic science courses and instruction in the housewifely arts.

Just as the boy is the man of tomorrow, so is the girl the housewife—the future "Mrs." Through THE GIRLS' COMPANION—her favorite paper—you can make, as in no other way, a deep and lasting impression with your advertising that will be surprisingly resultful to you, now and later.

THE GIRLS' COMPANION

David C. Cook Publishing Co., Elgin, Ill.

WESLEY B. FARMILOE, Advertising Manager

Edward P. Boyce, Chas. H. Shattuck, Sam Dennis, Globe-Democrat Building, Chicago

COOK'S WEEKLY TRIO : A MILLION BOYS AND GIRLS

THE BOYS' WORLD THE GIRLS' COMPANION YOUNG PEOPLE'S WEEKLY

1921

vania. Gypsum plaster had been applied directly to a brick wall, and after the job was decorated large patches of discoloration appeared, ruining the appearance of the walls.

This phenomenon is known as efflorescence and occasionally occurs when plaster is put directly on some such material as brick or cement. The trouble is caused not by the plaster but by some chemical action in the substance behind it. The precise explanation of what takes place involves a fairly profound knowledge of chemistry.

In this case the salesman gave the explanation, but neither the architect nor the contractor was able to grasp it. However, it happened that the owner was himself a technical man and was able to appreciate the salesman's explanation of the true situation. So the salesman saved the company a claim for several thousand dollars purely through his knowledge of chemistry.

This technical knowledge possessed by the salesmen is often of vast assistance to the buyers they call on. The house's attitude toward a salesman is this: the buyer, not the seller, really pays for his services. Therefore, he is of no use to anyone if he isn't of real use to the buyer. The genius, the brilliant man, or the good scout who calls his customers by their first names and kisses all the babies in the territory, are not viewed with any special favor.

The national advertising campaign, already mentioned, is for the present confined to one of the company's special products, "Sheetrock." This is a wallboard composed of a layer of gypsum between two layers of thin felt paper. It has a patented edge which, according to the company, permits the direct application of wallpaper or paint without the necessity of paneling the joints.

Full pages, and in some cases double-page spreads, are to be used in mediums of general circulation. "Sheetrock" is presented as an ideal material to use in remodeling or in making a waste space livable, such as an attic. The attic idea is being especially played up. I asked the company why it dwells on this idea to such an extent when "Sheetrock" is just as applicable to new building.

"This policy is dictated by present conditions in the building industry," said C. F. Henning, gen-"There is eral sales manager. comparatively little new building, for reasons everyone is familiar with. But congestion and high rents are forcing an intensive utilization of space in buildings already up. Families are doubling up, attics are being remodeled and large, old-fashioned houses are being divided up and partitioned off. This sort of construction is really our market at the present

"Another reason why we are advertising 'Sheetrock' particularly right now is that it gives us an entering wedge into a new retail channel. Heretofore we have done business mainly with the building material dealer, because he is the dealer who handles plaster, lath and tile. But the lumber dealer takes the leading role in the distribution of wallboard. So 'Sheetrock' is the one product we have that will do most to put us quickly in touch with this new channel."

Pan-American Advertisers Have General Counsel

William M. Seabury, of Seabury, Massey & Lowe, has been designated general counsel of the Pan-American Advertising Association. Mr. Seabury, who is counsel for the Motion Picture Board of Trade, has been interested in Latin-American trade activity and advertising for some time. He will have charge of the association's vigilance activities.

February Sales of Montgomery Ward Decrease

February sales of Montgomery Ward & Co. decreased \$5,789,304, compared with February, 1920. Sales in February, 1920, were \$11,251,153; in February, 1921, \$5,461,849.

Aviation Oil Advertised

The C. L. Maguire Petroleum Company, Chicago, is launching a campaign in aviation publications, for marketing "Lakeside" aviation oil. This account has been placed with Simmonds & Simmonds, Chicago.

Advertising Dramatics

A Suggestion for the Advertiser Who Seeks Quick Response

By P. K. Marsh

WHAT are "dramatics"?
Dramatic advertising is the kind that is planned under the pessimistic assumption that one-third of the audience is half asleep, the second third in a hurry and the third third highly uninterested-and it is, intended to be successful in spite of such handi-

A workable rule-of-thumb definition might properly classify under the head of "Advertising Dramatics" any device of copy or of pictorial presentation which "stages" so distinctly individual an introduction into the subject matter that it jolts the reader into involuntary attention. It may be a novel or curiosity-arousing headline; it may be a distinctive or unusual illustration or it may be a complete method of treatment which attacks an old subject from a new angle of the reader's selfinterest. Apparently irrelevant material can sometimes be highly successful if a close tie-up is proved-and proved promptly-in the body-copy. Whatever is attempted it cannot be judged wholly successful unless it instantly ar-rests attention by its deviation from the usual practice of rival Departure from the publicity. commonplace is essential to 100 per cent dramatics.

"She never knew how close she came to happiness" is a highly dramatic lead into a dramatic story-presentation of a perspira-

tion deodorant.

Electric motors under water and watches in blocks of ice drama-

tize everyday products.

Mr. Leland's patriarchal beard and confidence-inspiring countenance are being conservatively dramatized to establish Lincoln cars where a less distinctive face would carry little interest. "House Surgery" is a dramatic phrase to christen a service for

the remodeling of residences.

The Red Vampire Bat of the

fire insurance company is melodramatic.

Every disciple of advertising very humanly likes to assume that our buying world is largely made up of people who read and study the advertising first-and, afterward, if bedtime hasn't arrived, turn to the snappy fiction, the meaty business articles or the latest fashion notes.

You will never get a prideful sales volume out of those people.

The rest of us—the great ma-jority—are but mildly interested by advertising. The lay-student of advertising and the patient, painstaking, information seeker are merely the occasional happy exceptions whom wise men rigidly disregard in planning a page in a general medium.

But we are all novelty seekers. The Great American Public are

novelty hounds.

THE PURSUIT OF NOVELTY

Theatrical producers along Broadway keep "S. R. O." signs active by peddling novelty. When one style of plot or spectacle has run a brief course the next novelty inventor lures another fat fortune from our pockets. The unknown in fiction must painfully uncover some novel twist of plot, some unused scenery. And when he does, we of the G. A. P. buzz among ourselves, "Did you read that story in the February Bildad's about the detective who trails the villain merely by his sense of smell?" or, "Are you reading that serial about Haiti in Dingley's?"

We like novelty.

But-

And this a point which demands emphasis or else some will overlook it and protest that I am all wrong about novelty.

If you strain so frantically for novelty that your particular sample of novelty is disconnected with your goods, your predicament is worse than if you had never at-

Since more money is spent for food advertising, in women's magazines, than for any other commodity, the following statistics, for 1920, showing the average monthly lineage of food advertising and editorial matter in the leading women's magazines, should be significant, not only to food advertisers, but to all advertisers.

FOODS

Advertising and Editorial

Average Monthly Advertising Lines	age
Pictorial Review	lines
Ladies' Home Journal25,880	66
Woman's Home Companion17,991	66
Delineator14,945	66
*Average Monthly Editorial Lineage	e
Pictorial Review3150	lines
Ladies' Home Journal2150	66
Woman's Home Companion1840	46
Delineator2380	44

* Pictorial Review—46% more than Ladies'

Pictorial Review—71% more than Woman's Home Companion

Pictorial Review-32% more than Delineator

Pictorial Review

2,000,000 copies average monthly

Largest circulation of any
25c magazine in the world

Laul Block
Advertising Director

"Economies in Advertising and Selling ~ for the Immediate Future"

THIS is the title of a booklet written by our President.

This booklet shows how it is possible for a manufacturer not only to save money, but also to secure better merchandising and advertising service.

If you are an executive of a manufacturing concern, you may have a copy free.

The Akron Advertising Agency Company AKRON, OHIO

GORDON COOK

President.

EDW. S. BABCOX

Vice-President

JAY P. GORMAN

Secretary

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tempted it. Any attempt at dramatic novelty which is not logical becomes mere absurdity and the perpetrator is in danger of losing caste among us, his prospects.

You can't lug in novelty by the

heels and get away with it.

The vampire bat, the unfortunate spinster, Mr. Leland's beard "House Surgery" are inseparably part and parcel of their

sales messages.

Contrariwise, a far-fetched trade figure may be a novelty, but it won't be dramatic. In some publications an ad printed sideways or ups e-down is novel, but it is burlesque, not drama. Mack Sennettian girls don't focus our eyes on your reasons why, unless you are selling one-piece bathing suits. Favorable attention to your merchandise is quite another kettle of

The successful plot finds its origin in your own goods or in your own service and then is

dramatized.

Moving-pictures of a human foot in the successive phases of a normal step is a wholly logical but actually novel take-off for a recent shoe advertisement which I read from headline to signature.

The Australian Wood-Choppers dramatize the sharpness possible

to axe-blades.

GOOD DRAMATICS

An airily-clad nymph posed dancing among sand dunes vividly dramatizes one portion of the pleasure which the piano she advertises can afford a purchaser. Obviously the image is far more lasting and impressive of quality than the routine happy-home scene so dulled by repetition.

When Pebeco dramatically questions you with "Will you sell your teeth for a thousand dollars?" it has fairly and logically forced attention to the importance of the

dentifrice question.

The white silhouette of mother, dad and the youngster against the half-tone throng at the movie entrance dramatizes the reader far more acceptably than painstaking incorrect portraits of people he and his family do not even distantly resemble. Blank silhouettes we can universally accept, since they neither flatter nor belittle us.

One more morsel of counsel-when you have sensed the dramatic, I prithee, don't get self-conscious and stifle it.

It so happens that I know the inside stories of three recent more than successful campaigns which have rapidly converted three discouraged, highly dubious advertisers into ardent advocates of more publicity. Each had behind them years of supposedly good advertising prepared by experienced advertisers, yet all had been losing faith in advertising. Their advertising was uniformly good-but not good enough! For all three it was a change to dramatic copy which saved the day for advertising; yet in each instance the new style came within a hair's breadth of rejection because it was too far from the conventional! Stage fright almost tossed away three golden opportunities.

Unfortunately, it is impossible to break confidence and disclose the names, lest competitors of each of the three should abandon their ordinary methods of publicity and adopt a style which, today, they probably criticize and discount. Suffice it to say that one of the three products sells to factory executives, the second to motorists and the third to housekeepers and to business in general. There's apparently only one characteristic common to buyers in all three markets: they

all like dramatics.

For a lay-reader of your advertising to advocate any policy which requires more effort or entails more brain fag on your part is, perhaps, unseemly—the way of the reformer, however, is always notoriously hard. Nevertheless, in behalf of the possible readers of your publicity and possible buyers of your goods, it is probably permissible to plead that you more frequently season your message with a spice of dramatic interest. My friends testify that they don't want to ignore your advertising, but that you force them to do so by printing ordinary stuff.

Co-operative Advertising to Boost Motorcycle

Association to Launch Newspaper Campaign, Which Is Planned to Extend over Three-Year Period —Supplemented by Four Monthly "Drives" by Dealers and Present Owners

A S a result of a recent investigation conducted by the individual members, the Motorcycle and Allied Trades Association has decided to enter upon a three-year newspaper campaign. The purpose of the campaign is not so much to sell motorcycles as to place the motorcycle in its true light before the public. In England, France, Spain, etc., the motorcycle is not only in use by people of the highest class, but is said to be a favorite mount of royalty itself. The association believes that if the sport of motorcycling were fully appreciated here it would ultimately greatly broaden the field.

Quarter-pages in newspapers in 123 cities during the season, approximating \$100,000 a year, will be used for a three-year period. The various phases of motorcycling, both from a sporting and commercial viewpoint, will be cov-

As a preliminary to the campaign, a prize was offered through the business press for a motorcycle slogan. The slogan adopted, which will be carried on all of the advertisements in the coming campaign, is "Do It with a Motorcycle."

The work of the advertising campaign is to be augmented by a series of four educational drives, taking place during the months of March, April, May and June. These drives are to be conducted by the dealers and present riders.

The March drive is known as "Spring Opening and Demonstration" week. During this week, prominent business men and women will be invited to ride to or from their work in order to show them that transportation in a motorcycle sidecar is really the smoothest way they have ridden since their baby-carriage days,

The April drive will be in the form of a National Economy test. The test will be held over stipulated courses in all of the cities where there are motorcycle clubs. Records of 70, 80, 90, 100 miles to the gallon will be established and brought to the attention of the public, thus fixing in the minds of the people the economy of the vehicle.

In May, it is intended to have a National Motorcycle Mardi Gras, prizes to be awarded to the most beautifully costumed and illuminated vehicle. One of the stipulations of the contest is that when passengers are carried, the passenger must be someone who has never ridden in a motorcycle side-

In June will be held the annual "Gypsy Tour" of the various clubs. The tour generally will consist of a two-day run, the party to be divided into groups of five or six.

The campaign will include the ordinary dealer co-operation such as store display, lantern slides, posters, etc.

The planning of the campaign, together with the placing of the business, is in the hands of two agencies, working in co-operation. The J. D. Bates Advertising Agency, Springfield, Mass., will handle the advertising in the Eastern newspapers, and Klau-Van Pietersom-Dunlap, Inc., Milwaukee, in the Western newspapers.

V. E. Graham, Officer, "The Magazine of Wall Street"

Victor E. Graham, advertising manager of The Magazine of Wall Street, has been elected vice-president and has been made a member of the board of directors of the Ticker Publishing Company, publishers of the magazine.

W. B. Washburn with Federal Sugar Co.

W. B. Washburn, recently Southern sales manager of the Walter M. Lowney Co., has joined the Federal Sugar Refining Co., at New York, as manager of syrup sales and advertising. 21

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In answer to last week's advertisement which started on Page 105, one of my friends sent me the following card:

> "They said it couldn't be done, but he, poor fool, didn't know it, so he went ahead and did it."

A new COLOR Service in The Quality Group Magazines:

Atlantic Monthly Century Magazine Harper's Magazine Review of Reviews Scribner's Magazine World's Work

Two (2) Colors, per page per month - - - \$3500.00

The advertiser may select practically any two Colors; as Black and Red; Black and Blue; Black and Green; Black and Yellow; Black and Orange, or any other Two Colors, as Green and Orange; Red and Yellow; Blue and Yellow, etc.

It is our aim to furnish better Two-Color pages than the Two-Color pages now appearing in any national or weekly publication. Beautiful effects may be secured by using Two Colors properly. Our success will depend upon what the Advertiser or Advertising Agent does in preparing the subject and in making the plates.

Four (4) Colors, per page per month - - \$5010.00

Whether for Two or Four-Color pages the Advertiser furnishes the plates.

PRESS DATE: Complete plates ready for printing required in New York on the 1st day of the third month preceding date of publication; as for example, April 1st for June issues.

Ruggles & Brainard Inc. **Color Pages**

in the Magazines 200 FIFTH AVENUE **NEW YORK**

MISS ROBERTA RUGGLES CLAIR MAXWELL Pacific Coast Manager Fair Oaks, Sacramento Co., Cal.

Western Manager 504 Marquette Building, Chicago, Ill.

CARROLL J. SWAN New England Manager 44 Bromfield Street, Boston, Mass.

WANTED

—another publication

THE Britton Printing Company offers publishers the facilities of one of the largest and most complete printing establishments in the country; it offers an organization thoroughly trained in the peculiar and exacting co-operation which is indispensable to the success of a publication; and it offers the accumulated experience of thirty-nine years in the printing business.

In addition, The Britton Printing Company offers publishers the distinct advantage of a central location. Under the postal zone system Cleveland is one of the most favorably situated points in the country for the economical distribution of second class mail.

We want another publication to print. Do you need exceptional service in the printing of your magazine?

The BRITTON PRINTING CO.

Exceptional Service

CLEVELAND

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New Educational Campaign for Wallpaper

Schools and Women's Clubs to Be Reached by Personal Work of an Constructive Nature

A FEW years ago the Allied Wallpaper Industry did some national advertising. It was not exactly a disappointment, for it got results, but not what were expected. Perhaps some essential thing was overlooked. Perhaps the expectations were too large. Anyhow, it is believed that the national campaign would have brought far greater returns if the proper groundwork has been laid.

Since that time the industry has undergone many vicissitudes and successfully conquered many problems, so that now its way has been cleared for a new kind of campaign which will lay the basis for a new conception of wallpaper and its uses in the public mind and make future advertising more effective.

The new work, which is already in motion, is educational. And it is entering a new field—the public schools and the women's clubs.

Manufacturers have attempted to gain a hearing in these two fields before, but not always with success. Perhaps the trouble has been that they made their private purposes too plain and tried to secure too much of a boost for their own particular product. The hands were the hands of Jacob, but the hair was Esau's!

The Allied Wallpaper Industry

The Allied Wallpaper Industry is not laying itself open to such a charge. It is talking wallpaper, but not wallpaper in and of itself, but wallpaper in its relation to better and more attractive homes, in its relation to the whole scheme of improved interior decoration.

The industry has not entered upon this phase of work without satisfying itself that it could gain a hearing. Preliminary experiments have been made in New England during the past winter and have afforded convincing evidence that school teachers, school children and clubwomen are interested and ready to hear more.

The new promotional work is being carried out under the head of "Correspondence School and Educational Publicity," and disseminated from headquarters in New York, with H. A. Gould as managing director. There are three departments—that pertaining to the public schools; that assisting women's clubs, church societies, etc., and that designed to keep dealers in touch with developments.

WHY CHILDREN ARE IMPORTANT IN THIS CAMPAIGN

Special attention will be paid to school children, not only as the homemakers of to-morrow, but as pupils who carry home with them the impressions they learn to-day. They will be reached by specially prepared textbooks of a simple and inexpensive kind, by illustrative material consisting of sample books and pictures of correctly decorated rooms, and by talks on some of the easily-grasped principles of good home decoration. These courses will be be ready by the fall.

Letters received from school superintendents, boards of education and teachers indicate that such courses will be welcomed in many institutions, and that there will be little trouble getting their co-operation.

The school teacher will be reached by study courses of five lessons to be mailed at intervals throughout the school year. Traveling exhibits will also be sent out and an advisory service will be maintained to assist in the solution of specific problems. Both children and teachers are to be coached from time to time by special lecturers sent out from headquarters.

The thirty preliminary talks already given before various womaen's organizations by a woman lecturer have created so much in-

terest and have created such a demand for further information that this work will be extended as rapidly as possible. Clubwomen are offered four kinds of assistande-first, study courses by mail; second, an advisory bureau where all questions about home furnishing will be answered by experts; third, demonstrations by lecturers at meetings where women will be shown the proper patterns and colors of wallpaper to use so as to get the best effect in connection with draperies, fabrics, woodwork, floor coverings, furniture, etc.; fourth, traveling exhibits of the various kinds and quantities of wallpaper, properly arranged and blended.

Finally, the dealer is to be shown how to become the connecting link between the educational campaign and the ultimate sale. It is pointed out to him that he and his sales people must be as fully instructed in the uses of wallpaper as the consumer. To this end he is urged to take advantage of courses that will include lessons in color, pattern, lighting, decoration, etc., and of the suggestions of the advisory

The advertising service sent out from headquarters, in addition to cuts and electros for local newspaper use, will include proofs of set-up copy in the most effective sizes and styles. A monthly lithographed window trim service is also contemplated.

The whole effort of the campaign will be devoted to the raising of standards - standards of taste on the part of the consumer and standards of service on the part of the dealer.

Preliminary investigation has shown that the woman of the middle class may be easily interested in anything that promises to show her how to make a more attractive home. Said Mr. Gould:

"A clubwoman in Providence, R. I., wrote us that 'women seemed to be starved for something new like this.' Such expressions. combined with the assurances of sympathy we have received from school authorities, convince us

that there is a big field in this country for altruistic advertising. And this can be done by an industry, where the problem would be too big for any individual manufacturer."

Houston Speaks on Truth in Advertising

"The printed page, whether it bear news or editorial or advertisement, should be a torch of truth. Propa-ganda is nearly always poisoned pub-licity and we shall give it no quarter. The net of lies and spies that was made The net of lies and spies that was made in Germany has so enmeshed the world that propaganda has become hated wherever truth is loved. This association will patrol the avenues of publicity in the firm belief that men prefer light to darkness and that honest trade is the best possible promoter of friendship. And it is cheering to report that the most enlightened publishers and business men in both Americas have been rallying to this banner of "Truth' in such numbers that the Pan-American Advertising Association has already be-Advertising Association has already become, not merely a fact, but a strong, sane and upbuilding force.
"When the Associated Advertising

sane and upbuilding force.
"When the Associated Advertising
Clubs of the World was a young David
fifteen years ago, there were many contemptuous references to a callow idealism from Goliaths in the press, in the ism from Goliaths in the press, in the strongholds of patent medicines and in the speculative fields of blue sky' finance—but young David flung his banner of 'Truth' to the breeze and steadily, but with a high heart, he has been marching forward ever since. As he has advanced, he has left the Goliaths prone on many hard fought fields, or limping to the rear, or safely guarded by prison bars."—Herbert S. Houston, vice-president of Doubleday, Page & Co., before Pan-American Advertising Association. Co., before Association.

Paper and Pulp Association Meeting

Meeting
The American Paper and Pulp Association will hold its forty-fourth annual meeting at New York in April.
Problems of importance to the paper industry will be discussed at this annual meeting of the association, and at the various annual meetings of its affiliated organizations. Questions dealing directly with the specific business of manufacturing and merchandising paper will be also discussed.

R. T. Walsh with Service Corporation

Corporation

Robert T. Walsh, for many years in the automobile industry, has joined the service staff of the Service Corporation of Troy, N. Y., in its Detroit office. Mr. Walsh has served as advertising manager of the Maxwell Motor Co., the Briscoe Motor Corporation, the King Motor Car Co., and more recently the Apex Motor Car Co.

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Making two blades grow where one grew before

It is possible to make two blades grow where one grew before. Many an amateur Burbank has found that out.

It requires intensive cultivation of the soil.

And it doesn't matter much whether the soil is rich brown earth—or the white space of a magazine's advertising pages.

The principle is the same. The soil should be cultivated intensively; it should be made richer, more fertile.

And that is exactly what Good House-keeping is doing when it publishes each month in its own pages a straightforward and irrefutable explanation of the economic and educational advantages of advertising and the inevitable high quality of advertised goods.

Spreading the gospel

GOOD HOUSEKEEPING

110 West Fortieth St., New York

If you have not yet received your copy of "Spreading the Gospel," Part II, please remind us on your letterhead. Full-page reproductions of two advertisements in this series will be found in Advertising & Selling, issues of March 5th and March 19th.

To Sell More McClellan Refrigerating Machines

PROMOTING the sales of the McClellan Refrigerating Company through carefully considered and capably executed Advertising and Merchandising plans, is the most recent work of this organization.

Concerns like the McClellan Refrigerating Company, having a product to sell that is quite technical in its character, find big values in a relationship with an organization such as ours.

It is our business to be able to interpret the manufacturer's technical viewpoint of his product into those selling terms that will be most readily understood by the "Man in the Street."

And too, contact with many, greatly diversified industries gives us a familiarity with a great variety of selling methods, some of which are applicable to others of an entirely different character.

There are a variety of products, the sales of which could undoubtedly be stimulated through modern Advertising and Merchandising methods such as we are now successfully executing for others. Let us talk with you about what you make and how the best interests of your business can be furthered.

McCUTCHEON-GERSON SERVICE

New York 25 West 43rd St. CHICAGO Main Office

64 W. Randolph Street

London 48 St. Martin's Lane

To Allay the Unrest Caused by Manufacturing Jobbers

United Action of Manufacturers Suggested to Take Over Jobbing Business for Their Own Lines

By a Well-Known Sales Manager

[EDITORIAL NOTE.—This is an interesting plan that is proposed by "a well known sales manager." Because the idea is his own and not that of his firm, he naturally does not want to commit his firm by using his name. This man, of course, realizes that there are certain serious objections to his plan, but he thinks that these could be overcome. He would be glad to receive criticisms or suggestions from readers.]

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TWENTY-FIVE years ago it was not difficult to distinguish between manufacturers, jobbers and retailers. Jobbers performed the services of stocking the goods of many manufacturers in convenient localities, introducing new lines to retailers, extending credit where deserved and shipping in such quantities as the retailers could use. Retailers bought of jobbers and sold to consumers. Manufacturers distributed through jobbers with satisfaction and economy and without friction.

But what of to-day? Jobbers are now manufacturers. Retailers, through associations and buying exchanges, are jobbers in every sense of the word. Many of them insist on handling their own brands and assume the role of manufacturer. Chain stores are in many cases manufacturers, and in others both manufacturers and jobbers. Manufacturers are in some cases their own jobbers.

Such a complicated situation is impossible of clarification, and fighting over it will produce nothing but further unrest and bad feeling. Hence it is better, in my opinion, to face the situation as it is, and try for a solution with a full recognition of the facts.

Organization has been the means by which all classes of trade have been brought to their present state of efficiency. Jobbers have their associations, retailers have their and chain stores operate under one head, buying and distributing from centrally controlled warehouses; the only party left out of this general scheme is the manufacturer; he still, apparently, prefers to go it alone, hiding his head in the sand, blind to what is going on around him, and thankful that none of this affects his interests.

Standard goods, as they are called, usually mean the lines which represent long service to the public, backed by consistent advertising to fix the branded name and make them known to all people in all places. They are the goods which have a value because of the confidence consumers have in them, over and above the cost of production.

Manufacturers of such lines have in a general sense developed a market where before their advent no market existed; witness Welch's Grape Juice, Bon Ami, Burnett's Vanilla, Cream of Wheat, etc.

What market has ever been made by a jobber? What food product has ever been originated by a jobber? No national advertising for a food product has ever been done by a jobber. However, if the jobber functions in any other way than in wholesaling or jobbing goods, he becomes a competitor to be reckoned with.

MANUFACTURERS HANDICAPPED

Manufacturers who distribute through these jobbers that have brands of their own are placed in the position of asking their competitors to support them. Jobbers who expect manufacturers to create a market so that eventually they can step in and supply that market with their own private brands, are helping to confuse and further complicate a situation which is already a serious problem to both sides of the case.

I never expect to see the day when the real jobber will be no

more. He occupies a position in distributing merchandise that is beyond question both economical and efficient; but I do expect that the time will come when the manufacturing jobber will have to operate actually with only his own brands, just as one representative house is now undertaking to do.

Let us accept the present situation as it is, and let the manufacturers do a little organizing on

their own account!

Say for a beginning twenty manufacturers of standard lines conclude to do their own distributing: in other words, go into the jobbing business.

They meet and decide on the logical distributing points; they appoint a manager at each point, they start operations, not individually, but collectively, under a name, say the Specialty Warehouse Company, each manufacturer to carry goods owned by himself at the Specialty warehouse. To segregate such items as rents, salaries and expenses in proper proportions among the individual manufacturers is simply a matter of bookkeeping.

What would happen is this: salesmen hired by the Specialty Warehouse Company would canvass all districts at stated intervals for the company, would sell only such items as were carried by that firm and take their orders for shipment from warehouses exactly as the jobbers are now doing.

The merchant would have to establish his credit only with the Specialty Warehouse Company, and not with the individual manufacturers; such dealers as have no credit rating could be handled on a cash basis, or if the demand created were strong enough so that he must have the brand, he could place his order with a local jobber, who, in turn, could pick up the goods from the warehouse company.

The latter would not refuse to sell jobbers, but rather would be glad to; only on an entirely different basis from the one on which distributing is now being done.

The jobbers who would only pick up goods from the warehouse to fill orders, and who were recognized manufacturers with competitive brands of their own, would receive pay for just the service rendered; while jobbers who really co-operated by quoting the lines, carrying stock, etc., and functioning in the regular jobbing way without competitive brands of their own, would receive pay in proportion to such services.

Such organized distribution would not preclude an individual manufacturer from sending his own men into the field if he wished; in fact, nothing that now as I see it, exists. would be

changed in any way.

It would simply mean the taking over by the manufacturer of the full control of his own distribution; and a full enjoyment of such markets as he could build by consistent advertising of his branded article. Only, instead of going it alone, as in the case of Procter & Gamble, twenty, or as many as joined forces, would have the combined capital and facilities to resist the further encroachment on the markets that have been made for standard advertised goods, and which markets are constantly being undermined by those on whom the manufacturer now depends to help him retain what he has built.

Appointments by North Ridge Brush Co.

Brush Co.

Howard B. Scholes is now manager of the advertising-organization department of the North Ridge Brush Co., Freeport, Ill., succeeding John J. Commons, who has become advertising manager and sales director for the Samson Auto Insurance Co., at Freeport.

August Wolf, formerly publicity director for the Spokane, Wash., Chamber of Commerce, and afterward supervisor of home office correspondence for the Western Union Life Insurance Company, has been appointed editor of "The Sales Builder," published by the brush company. company.

D. H. Kelly with U. S. Light & Heat Corporation

D. H. Kelly has been made vice-president and assistant general manager of the U. S. Light and Heat Corporation, Niagara Falls, N. Y. Mr. Kelly was recently assistant sales manager of the Willys Light Division of The Electric Auto-Lite Corporation, Toledo, O.

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Illustrating a Principle

CELLING by "group" sounds good. It is the latest fashion in selling—an old idea in new dress. "Three in one," by introducing a little imagination, can be made to look like "Three for one," but it isn't! Horizontal buying is pretty in theory. It is like the hobby of buying auction "junk" whether you need it or not, upon the assumption that it is cheap. There is no mathematical substitute for vision in buying advertising space. Publications are like individuals—they are different. TOWN & COUNTRY claims individual consideration based upon its quality and value. It is not sold with associated magazines. It is not carried. You buy what you want, when you want it, and where you want it. For instance, color pages in TOWN & COUNTRY are never sold with "group"; also they are never grouped in the makeup of the issue.

TOWN & COUNTRY

New York: 8 West 40th Street

Chicago: Westminster Bldg.

Boston: Little Bldg.

London: 22 Maddox Street

Paris: 60 Rue Caumartin

Copy Chief Wanted

This is one of the big jobs in the Advertising Agency business and has potentialities second to none.

The requirements are, first, the ability to write the kind of copy that really sells goods, for we don't believe a copy chief can secure from his men what he can't produce himself.

Second, he must have a pleasing personality and the ability to command the respect of each member of the department and get from them the loyal, enthusiastic co-operation which is so essential.

*Third, this man must have executive ability the best writer would make the poorest copy chief if he didn't possess that.

Fourth, an appreciation of good art work is necessary, so that he can have the best co-operation of the Art Department.

The Agency, which is looking for this man, has a national reputation for strong, convincing copy and the writers are all picked men—what is needed is a leader.

We believe that the man we want is at present located, either as a copy chief or assistant, in one of the biggest and best Agencies—or perhaps he is Advertising Manager of some large manufacturer.

In either case we have a proposition which cannot fail to interest him, both from the standpoint of immediate salary and future rewards.

Please give full details in first letter. All correspondence will be held in utmost confidence and letter will be returned if requested.

Address "B. K.," Box 157, care of Printers' Ink.

Keying Up the Inside Staff to Its Sales Responsibility

(Continued from page 8)

is made extraordinarily interesting, because it not only tells what to do and shows how, but gives

the reason why.

A box at the bottom of the first page urges the expressman to "Remember that you are the company's representative and you are acting for it. If you omit some of these important details, you may involve the company in heavy liabilities. Use a little extra care and precaution! Do it the Right Way!"

OTHER LESSONS IN BECOMING EFFICIENT

Other bulletins show with pictures "The Right Way" and "The Wrong Way." How, for instance, to carry a package instead of dragging it along by its string. Or how to load a truck so that the goods will not unload themselves by falling off and smashing. Or how to handle a motor truck so as not to bump another one in backing into a narrow space, and

From the accountants to the telephone operators-all get their lessons. Greater efficiency is the keynote of all. The accountants, who have to handle often as many as 750,000 waybills daily, and preserve them for six years, are expanding a uniform system all over the country. A simpler method of marking the waybills en route to show the railroads used is being introduced. Traffic solicitors and the operating officials are to stop throwing the machinery out of gear by getting at logger-heads. Under the new march they are to keep in step!

Other improvements will make things easier and make greater efficiency possible. For instance, a new "Lot" label has been designed for use where a shipment includes several separate pieces all entered on one waybill so that the rate shall be calculated on the total weight, not on the separate

weights. The new label will help to keep the pieces together. New classifications have also been made for simplification.

Further, to tie all the right way efforts together and keep the boosting white-hot, a special little newspaper, the "Right Way Herald," is being issued every month. This little four-page sheet, with a page thirteen inches deep and five one-and-three-quarter-inch columns, is got up exactly like the regular newspaper. It has a cartoonist, a colyumist, stock market report, the "Best Sporting Page," a woman's corner, its own Walt Mason and all the rest of it, all full of the brightest sort of fun, as well as the serious side.

In addition, there is the regular A. R. E. monthly house-organ, the "Express Messenger," which, of course, makes a strong feature of the "Right Way" movement. President, vice-presidents, receiving clerks, complaint clerks, superintendents, agents, chief clerks, truck drivers, platform men, night watchmen, cashiers, accountants, telephone girls, foremen, general managers, messengers and every other sort of express worker, is called upon to contribute personal experiences which illustrate the "Right Way," each in the work of his or her own sphere.

Nor does the long reach of this campaign end there. Not all the blame lies with the expressman every time that flowers meant for a funeral are delivered to a bride, or that baby's new perambulator gets lost and is not found until baby is grown up, or that the cork comes out of the bottle of real stuff concealed in a mattress. Often it is the shipper's fault.

Often it is the shipper's fault. So the "Right Way" campaign gets after the shipper. He has to be made more efficient in his packing and labeling, so that he may do his share in reducing the danger of loss and damage—and the cost thereof.

For this part of the campaign, a poster has been prepared for use on the sides of the express trucks and display in the express offices and railroad stations. This poster





says: "Ask about the Right Way Plan—It Means Better Express Service." That gets the casual patron by inducing him to ask; and explanatory booklets are given him.

But the "Right Way" campaigners do not wait for regular patrons to ask. A complete series of booklets and folders has been prepared for regular patrons. If they are egg shippers, for instance, they receive "The Right Way and What It Means," "The Right Way to Start Express Shipments" and "The Right Way to Ship Eggs." There is a special booklet for most special lines of shipments.

The folder entitled "The Right Way to Start" is a veritable compendium on the shipper's part in efficient express work. It tells how to pack, wrap and mark in the right way practically every class of things commonly shipped by express. It goes into detail, and does it so clearly that a child could follow the directions. That makes it not only acceptable but welcome—and removes any kind of sting that might otherwise be felt. So with all the others. They are not mere talk—they are genuinely helpful to men who want their goods to go right.

Though naturally to be expected, it is interesting to find that most of the work in this campaign for greater efficiency in the express business has been largely prepared under the direction of the company's advertising staff. Malcolm Douglas, head of the advertising bureau, is director general, and his chief assistant is Stanley W. Todd, editor of the "Express Gazette," who edits the "Express Messenger" and is managing editor of the "Right Way Herald."

Two years ago the company ran a short Better Marking, Better Packing campaign. That was addressed to the shipper, and was fairly successful while running, but the effects soon wore off. The great idea of the present campaign is that it is addressed to all who are interested in better express work, men and shippers alike. It

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LA RAZOI

The Great Evening Daily

published in Buenos Aires — three editions largest circulation of any Afternoon Newspaper in South America-the medium through which you can get desirable business.

Write for booklet and rate card, Avenida de Mayo 760, nos Aires, Argentina, or to the following American Ad-Buenos Aires, Ar vertising Agencies:

Horatio Camps Advertising Agency, 62 Cortlandt St., New York.
The Foreign Advertising & Service Bureau, 234 Fifth Ave., New York
Johnston Overseas Service, 277 Broadway, New York.
T. B. Browne, Ltd., 7 East 42d Street, New York.
Atlas Advertising Agency, 450 Fourth Avenue, New York.
A. R. Elliot Advertising, 62 to 68 West Broadway, New York.
A. R. Enternational Agency, 449 Fourth Avenue, New York.
Curtiss Special Agency, 450 Fourth Avenue, New York.
The Export Advertising Agency, Transportation Bldg., Chicago, Ill.
J. Roland Kay Co., Conway Bldg., Chicago, Ill.

The Newspaper That Believes in Americans

Effective Advertising Displays - COUNSELIANG MANUFACTURING Concentrated circulation in sixteen states of the middle west, reaching simultaneously both consumers and retail merchants—is the reason we produce results which our advertisers can put their fingers on.

Win The Small Town Market Now

People's Popular Monthly

Guaranteed 600,000 net paid

DES MOINES, IOWA

CARL C. PROPER Publisher CHICAGO

GRAHAM STEWART
Advertising Director
MARQUETTE BUILDING

POPULAR

, 1921

talks to them in simple, honest, man-to-man fashion. It is going to be kept up long enough for every Jim on the job to get the habit of The Right Way.

It really does look as if the company has struck the right idea. The plan is booming large among the railroad companies. Some, it is said, will try an adaptation of the scheme among their own men. There are surely many businesses which would be benefited by some such straight and earnest method of getting together to get back into stride.

The lining up of a business organization for the purpose of creating real efficiency is a mansize job. But it is not difficult to

recognize that it is an absolute necessity. Until such efficiency is recovered and every employee, properly imbued with the true organization spirit, becomes a live unit in the house to which he belongs, business cannot but lack the pep that will lift it out of the rut.

National Cloak & Suit Co. Reports Its First Loss

A loss from operations of \$1,349 918

A loss from operations of \$1,349 918 for the year ended December 31, 1920, after charging off depreciation of inventories, is reported by the National Cloak & Suit Co., New York. Last year was the first time since the establishment of the business, thirty-two years ago, in which no profit was made. The net sales of this company for 1920 were \$47,704.428.

In his report, S. G. Rosenbaum, president, points out that the loss was occasioned by the drop in buying and commodity values. Inventories stood at \$12,000,000 at the beginning of the fall season, but an energetic sales campaign reduced these to \$6,933,281. This reduction," he says, "was necessarily effected at the expense of profits. The management felt, however, that the policy of converting merchandise into cash during the fall season, instead of waiting until the turn of the year, was sound. Our commitments at the end of the year were very moderate and represented only a small part of our requirements for the early spring months."

Architectural Company Appoints Agency

The Hicks Advertising Agency, New York, has acquired the account of White, Allom & Company, decorative architects and contractors, with offices in London and New York. News-papers and magazines will be used.

Preferred Position

LD TIMERS in advertising well remember that the best preferred position in any small town "sheet" thirty years ago was alongside the personals.

The alumni magazine is one kind of a publication today that offers advertising space alongside personal news notes without extra charge.

These notes are all about personal friends of the readers.

THEREFORE, every page is a preferred position.

The thirty-eight alumni publications have a com-bined circulation of 140,000 college trained men. You can buy this circulation by units of a thousand. Re-quest a rate card for your file, or ask to see a representative.

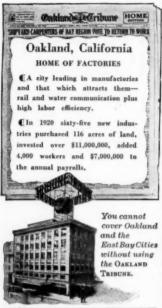
ALUMNI MAGAZINES ASSOCIATED

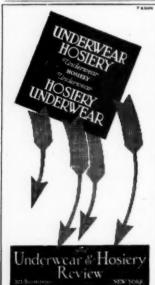
Madison Square 5064 23 E. 26th St. New York

ROY BARNHILL, Inc.

Sole Representative Chicago, Ill. Transportation Bldg. New York 23 East 26th St.

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Luther D. Fernald to Join New York "Evening Post"

Luther D. Fernald has resigned as treasurer and business manager of The Christian Herald, New York, to become advertising manager of the New York Evening Post. Mr. Fernald will continue as a member of the board of directors of The Christian Herald.

Howard Law Opens Own Office

Howard Law has opened a sales promotion service in Chicago. He has been with the Bert L. White Printing Company, Chicago, as head of the service department, and was before that with several advertising agencies in a similar capacity.

S. S. McClure to Address New York Ad Club

S. S. McClure, former publisher of McClure's Magazine, will speak on "The Editorial in Advertising" before the New York Advertising Club on March 16.

C. A. Gauss Opens Office at Newark

Chester A. Gauss has opened offices as an advertising counsellor at Newark, N. J. He has been engaged in technical editorial, advertising and advertising agency work, during the last ten years.

Greenpoint Bed Newspaper Campaign

Newspaper and rotagravure advertising campaigns are to be undertaken by the New York office of the Wm. H. Rankin Company for the Greenpoint Metallic Bed Company, Brooklyn.

Buckeye Traction Account with Cleveland Agency

The Buckeye Traction Ditcher Company, Findlay, O., has placed its account with The Nichols-Moore Company, Cleveland advertising agency.

Refrigerator Account with Chicago Agency

McCutcheon-Gerson Service, Chicago, has obtained the account of the McClelan Refrigerating Co. A newspaper campaign in certain districts is contemplated.

Miss E. V. Maguire Has Philadelphia Agency

Miss E, V. Maguire, formerly in charge of advertising for Blaylock and Blynn, of Philadelphia, has gone into the advertising agency field.

How 71 Advertisers Found Hidden Profits

T is a fact significant to ALL ADVERTISERS, that in 1920 direct-order advertisers-relying solely on the keyed results produced by New Success Magazine-continued to use this medium throughout the year. These advertisers, with the keyed results of previous advertisements before them, month after month repeated their advertising. 31 of these advertisers used the entire 12 issues, 6 used 9 issues, 8 used 7 issues, 10 used 6 issues, and 16 used 4 issues. And these 71 direct-order advertisers are only a few of those who found Hidden Profits in this proved medium, month in and month out-a medium that will bring you a good profit, too!

Profits Here for You

New Success Magazine, through the inspiring personality of its Marden, has drawn to itself a unique class of readers-keen, earnest men and women, alert

to each advertiser's message. The keyed advertising results from this magazine show positively that its readers not only read advertisements but BUY from them.

As an advertiser, you will be interested in this publication, famous editor, Dr. Orison Swett which is proving profitable to advertisers who depend entirely on the appeal of their adverment to sell direct. But no mat-

ter what you sell or how you sell it New Success offers you cess offers you an alert body of buyers it will pay you to reach. Enter New Success on your schedule and reap your share of Hidden Profits. The May issue of this Proved Medium closes March 20.

A RICH GOLD MINE FOR FINANCIAL ADVERTISERS

Financial Advertisers will be in-terested in the results of a recent investigation which developed that the average age of the New Success reador is 35, and his average net worth, \$12,900. This circulation of SEVERAL HUNDRED THOUSAND such readers—who not only have the means to buy, but that keyed results show DO BUY—certainly affords a golden opportunity for every finan-cial advertiser.

The New SUCCESS

MARDEN'S MAGAZINE

1133 Broadway, New York

CHARLES H. DESGREY Advertising Manager

CHARLES H. SHATTUCK 770 Peoples Gas Bldg., Chicago, Ill.

FRANK H. BURNS Little Bldg., Boston, Mass.

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Why Farm and Home Uses Forbes

The Phelps Publishing Company, publishers of Farm and Home, through their agents, Hanff-Metzger, will use twelve pages in FORBES within a year,—starting with a page in the March 5th issue.

This order was received without direct solicitation and opened a new field of advertising for FORBES.

Why was FORBES selected?

Here are the reasons:

"In soliciting other advertising you convinced us very clearly, Mr. Drey, that FORBES, with its circulation of over 30,000 concentrated among business executives, was a remarkable medium for certain types of business.

"In the average case advertising is bought by the executives of a firm, acting together. No individual decides.

"But usually there is one man who has the power to give or to withhold the final decision. His title differs in various organizations. Whether he be the President, the Vice-President, or the Treasurer, our investigation shows that in many organizations that man is reached through FORBES.

"We also felt that we would keep the importance of the farm field and the commanding position of Farm and Home in the field, before the important business and financial interests at a very nominal investment.

"That's why you received the business and why in addition to our Printers' Ink campaign, we are using FORBES to reach the man higher up!"

FORBES

Every Two Weeks

For information and rates write nearest office

Walter Drey 299 Broadway New York Frank H. Burns Little Building Boston

Sears & Irving Peoples Gas Bldg. Chicago

N.B. Advertising in March 19th issue establishes a new high record for FORBES.

Revised Sales Unit Stiffens Backbone of Industry

Manufacturers of Roofing Product Adopt Progressive Selling Policy and Will Increase Advertising

By Willis Brindley

A T a time when the market for their product, due to causes beyond their control, is at ebb, manufacturers of red cedar shingles have agreed upon a new selling policy which will stabilize the industry and enable it to compete with other widely advertised roof coverings. They have decided to expand both the consumer advertising and the trade service.

The thousand-shingle sales unit has been changed to a unit containing enough shingles to cover 100 square feet, known in the trade as a "square," and some manufacturers will soon drop to the single bundle, as a still smaller sales unit. And with the decision to pack shingles by the square instead of the thousand, the association has gone on record for a policy of guaranteeing absolutely both the quantity and quality of the sales unit, which guarantee is to be backed by a \$25,000 bond.

All of this is expected to result

All of this is expected to result in a renaissance of the red cedar shingle.

The shingle men got together, in 1914, and formed an association for the correction of evils that had grown up in the industry. They decided upon standardization of grades, and they decided to advertise red cedar shingles, as the Shingle Branch of the West Coast Lumbermen's Association. They adopted the name Rite-Grade as a trade-mark and further agreed to support co-operatively an adequate inspection service so that Rite-Grade shingles might be purchased by the trade with an assurance of quality.

This was a correct policy and has been adhered to. An article dealing with the early stages of the association's advertising appeared in PRINTERS' INK of December 13, 1917.

An early difficulty, mentioned here because it may be of help to others interested in association advertising, was found in the fact that mills and wholesalers that were willing to support the advertising and inspection work, were not willing to give up their own trade names. This was worked out by letting these people keep their trade names, but at the same time add the word Rite-Grade. Thus a lumber dealer might buy "Climax Rite-Grade" shingles if he knew Climax shingles and did not know anything about the grade mark and still get Rite-Grade.

ASSOCIATION'S FINANCING OF ADVERTISING

The method of financing the advertising may also be of interest, since it is one which has proved quite satisfactory. Instead of making the assessment on a basis of production, as is done in most co-operative advertising, the as-sessment was made on a basis of \$200 annually per machine, and mills agreeing to support the movement signed notes accordingly. This method of raising money was necessary because the advertising had to be contracted for a considerable time in advance of publication, and there had to be an assurance that money would be forthcoming to pay the bills. is customary, in the shingle indus-try, to shut down when the demand is off, and the size of the pack varies according to the con-dition of the market. Thus, if the assessment had been made per thousand of shingles packed, mills which shut down would not be called upon to contribute and might later, when the market picked up, perhaps due to new demand created by the advertising, reopen and blithely sell their

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Getting Student Trade Is Mainly a Matter of Knowing How

For a logical product to gain admission to the student market it is only necessary that its manufacturer advertise it in the student papers at the same time merchandising it in the right way. But in order to find this right way, a prerequisite is an intimate knowledge of all the necessities, customs, buying habits and oddities that enter into the commercial side of student life. This specialized knowledge we have—greater, we believe, in scope and in power to apply it than any other source in the country.

Ask Us Anything
You Want to
Know About the
College Trade
Established 1913

COLLEGIATE SPECIAL ADVERTISING AGENCY, Inc.

503 5th Avenue, New York City 110 S. Wabash Avenue, Chicago

Man, woman too, looks upon the outward appearance as the basis for their judgment. Does the dress of your merchandise indicate its quality?

Associated Artists of Philadelphia 1630 Sansom Street

write for our Alphabet of Art product at the satisfactory price which they had no part in bringing about.

It is not to be imagined that, during six years, there has existed entire unanimity in the shingle business. Far from it. Many mills have opposed, from the first, the Rite-Grade movement, and others have given it only half-hearted support, but the movement persisted, and in 1920 there was money enough raised at \$200 a machine to provide a fund of \$110,000, of which 50 per cent went for the purchase of advertising space, 14 per cent for inspection, and the balance for trade extension work and for general overhead and office expense.

During the life of the association, the great majority of manufacturers have been ambitious to make a good product. But there has been a variance of ideas with reference to policy details.

Note now the story of the square pack, symbolizing a departure in merchandising which resulted in a tremendous amount of argument and a considerable personal feeling, now happily forgotten.

Shingles have always been packed by the thousand, which meant, in theory, 1,000 4-inch shingles. As a matter of trade practice, to allow for spaces between shingles, the actual number of shingles, sold as 1,000, was really the equivalent of 925 4-inch shingles.

Now 925 4-inch shingles are supposed to cover 100 square feet of roof, known in the roofing trade as a square, provided the shingles are laid 4 inches to weather. As a matter of fact, the practice more generally is to lay the shingles 4½ inches to weather, so that 1,000 good shingles—really 925—will cover more than one

Or a man can buy, instead of the ordinary 16-inch shingle, a shingle 18 inches long, and lay it with greater exposure to weather, and really get more for his money than by the use of the shorter shingle; and yet the consumer, being quoted by the thousand 21 ice ıgat, xhe it. m veit he 20 nd nt iscde al auto re th ne

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Paper is part of the picture

A HEAVY, rough - textured Strathmore Paper suggests Ruggedness.

A fine-textured Strathmore Paper, Refinement or Elegance.

Find the appropriate paper and you find the Expressive paper.

Write for the STRATHMORE DEMONSTRATION SET—it tells the whole story of Expressive Advertising at a glance. Address STRATHMORE PAPER COMPANY, MITTINEAGUE, MASS., U. S. A.

STRATHMORE Expressive Papers



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On Opportune Advertising

By Ethel E. Mannin

ADVERTISE opportunely. Catch your public in their best humour. That is the secret of the popular appeal. All the world and his wife loves a good story, be it of pathos or humour or adventure. That is why "The Strand Magazine" is so extremely popular amongst all classes.

And that is just exactly why it is such an invaluable medium for the advertising of any commodity. You have business contrivances, office furniture, typewriters to sell? Then what more opportune moment than to catch the business man in his best humour, after he has just had a good laugh over one of the first-rate stories in the current issue of the "Strand"? You have face creams and—and—other feminine delights for the fair sex—then what better medium than the magazine that women love just as much as men. When she has just read about the heroine's peaches and cream complexion and wonderful hair, she is just in the mood to study toilet requisites announcements.

Whether your appeal is the Bachelor or the Man Much-Married, to the Head of a Business House or his junior Typist, to the Lady of Mayfair or Suburbia, you are sure "to catch them in," so to speak, through the pages of the magazine they all read. You can popularise any article of real use to the public through the pages of the "Strand." Apart from the fact that the "Strand" enables you to reach out to the Buying Public in the most representative aspect, the popularity of the magazine itself reaches out to you; the reader who has been entertained with the excellence of the editorial matter turns instinctively to the advertising pages. He is in a good mood and ready to give interested consideration to any announcement of any commodity useful to him in any way.

THE

STRAND MAGAZINE

LONDON

ENGLAND

0, 1921

shingles, and not taking into consideration the greater covering capacity of the longer shingle with its greater weather exposure, simply figures that the longer shingle costs him more money, and lets it go at that.

In price comparisons, a thousand shingles and a square, or roll, of patent roofing are commonly compared, with the result that the thousand shingles, having really a greater covering capacity than the roll of roofing, gets a reputation for a high price which

it does not deserve.

A man does not need a technical knowledge of roofing materials to see that there was a chance for confusion in the sale of the 1,000-pack unit. And yet it had been in use so long that a great many manufacturers were afraid to make a change. It was finally decided, however, at the annual meeting held in December, 1919, to abandon the 1,000-pack unit and sell on the Square pack basis, and a square was decided to be four bunches of shingles, twenty-two courses to the bundle, this quantity being sufficient to cover 100 square feet if laid four and one-half inches to weather.

To enable manufacturers to clean house on old stock which, according to the 1,000-pack system, was packed twenty-five courses to the bundle, the date for starting the new system was set at April 1, 1920. After April 1, no manufacturer should sell shingles except by the square, and according to the new bun-

CONFUSION AT THE START

dling.

But meanwhile, early in March, the shingle market, which had broken records both as to price and demand, suddenly collapsed, so that April found great quantities of shingles unsold which had been bundled according to the old 1,000-pack. Naturally manufacturers had to clean up on this old bundling, while other manufacturers, who had not been caught with a stock on hand, started the new Square pack bundling.





Sales Executive Available

One who creates selling and carries through to successful conclusion, reduces all prospective plans to writing and has not yet had to rebuild, nor even to recast any of the principal campaigns that he has launched.

He is a student of market conditions, able to tackle present-day problems. believes in defining policies so that all in the organization may be held to them. He is quite well known as a speaker and a writer on marketing processes, and has the faculty of expression to make his purposes clear to others.

This sales manager has wide capacity, and can submit the evidences of his experience in concrete shape. He invites preliminary communication.

Address "A. L." Box 154 Care of Printers' Ink

The inevitable result was confusion in the lumber trade, and the opponents of the Square pack, who had claimed from the first that it was foolhardy to try to put over a new system in an old industry, were able to point to the trade dissatisfaction as evidence that their side of the argument had been right.

In the midst of this small turmoil, the last available advertising money was used, in a periodical of general circulation, to put over an argument in favor of the Square pack. The advertise-

ment was headed:

"Giving the Public a Square Deal.

When is 1,000 Only 925? "Answer: When You Buy Your Shingles by the 'Thousand.'"

The advertisement appeared all right to the man who wrote it, and to the advertising committee of the association that approved its publication, but it was a red rag to the opponents of the Square

"Six thousand dollars spent for insulting the shingle industry," they chorused. "Instead of spending \$6,000 to say that red cedar shingles are good shingles, they spend it to say that shingle manufacturers are crooks and the red cedar shingle a crooked product."

The sponsors of the advertisement read it again, and were compelled to agree that it was lacking in finesse, even if it did put the idea over, but the opponents of the Square pack were not to be pacified, and brought their arguments to the floor of the convention in December, 1920. At its conclusion the Square pack idea, modified just a little by changing the size of the pack and the weather exposure guarantee, so as to make four bunches of the new pack equal a square and five bunches a thousand, carried with a whoop.

The association is now definitely committed to the Square pack idea and to a definite merchandis-

ing policy. The Square is to be guaranteed by a \$25,000 bond, issued by a leading insurance company. This

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ed a is "How the dickens can I write my next P. I. ad without seeming a blushing violet or a bloomin' brag?" Martin asked me in despair.

"What's the difficulty?" I inquired.

"I want to say that we get some darn good ideas in my shop. If I put it modestly, it sounds wishy-washy-weak. If I put it forcefully, it seems highly Elbert Hubbard."

Suddenly his eye brightened with a relieving thought. "Say," he said, "you've seen us work and you know what we can do. You write the ad and tell the world we're good on getting up ideas for folders, letterheads, trade marks, and such. Will you?"

"All right," said I. And I have!

In the conception of ideas to be original; in the reception of ideas to be comprehending; that's Gotham's aim.

Whether you have an idea, or want one—"let Gotham picturize it."

GOTHAM STUDIOS INCP Martin Ullman, Managing Artist



111 East 24th Street New York

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The Dorland Agency, Inc.

9 EAST 40th STREET, NEW YORK

and

Iames Howard Kehler

THE FINE ARTS BUILDING, CHICAGO

c Announce

that beginning March 1st. Mr. Kehler will direct The Dorland Agency business in the West. The general advertising agency interests of Mr. Kehler will be handled by The Dorland Agency, with offices in the following cities.

The Dorland Agency, Inc. 9 East 40th Sreet, New York City.

The Dorland Agency, Inc. 35 Nassau Street, New York City.

The Dorland Adv. Agency Atlantic City, New Jersey.

The Dorland Agency 921 Fifteenth Street, Washington, D. C.

The Dorland Agency, Inc. The Fine Arts Building, Chicago.

Mr. H. Truman Frith, Congallo 783, Buenos Aires, S. A.

The Dorland Agency, Ltd. 16 Regent Street, London, S. W. 1, England.

The Dorland Agency, Ltd. 2 Cushion Court, London, E. C. 3, England.

The Dorland Agency, Ltd. 30 Cross Street, Manchester, England.

Agence Dorland 24 Boulevard des Capucines, Paris, France.

Mr. J. Campbell Watson 2 George Street, Edinburg, Scotland.

The Dorland Agency, Ltd Nowy Swiat 55. Warsaw, Poland.

Dr. Wm. Forgo Bahnhofstrasse, 57 C Zurich, Switzerland

Walter E. Edge

George W. Kettle

Barrett Andrews

1921

bond is surety that if the shingles are not up to grade, or do not cover the 100 square feet when laid five inches to weather, the defect or shortage will immediately be made good. A copy of the bond, with directions for laying shingles, information about grade, advice as to nails which should be used, etc., will be packed with every bundle.

A continuous advertising programme will be carried on by means of a fund raised on a basis of \$200 for each machine, except that, if the production of the machine is greater than the average, so that a straight assessment of three cents per square would yield a larger revenue, this basis will

be used. Of course there is no way to prevent the manufacturer who refuses to support the association work from benefiting by some features of the association advertising. For example, the continuous advertising of shingles for use as a covering for side walls has resulted already in a considerable vogue for the all-shingled house. But the non-participating manu-facturer cannot benefit by the demand which is being built up for Rite-Grade shingles, and eventualy he will see that it is to his advantage to handle this demanded brand and get in on his share of the cost.

HOOKING UP TO THE DEALER

The advertising and merchandising campaign has been worked out pretty completely. In the advertising in publications of general circulation, a bungalow book is offered free. When the inquiry for this is received the book is sent out and the prospective builder is invited to send the name of his local dealer, and in return for this courtesy is offered a kitchen plan, or, if the inquiry is for a barn book instead of a bungalow book, a model barn blueprint. When the dealer's name is thus secured, the dealer is solicited by mail to handle Rite-Grade shingles.

The mills supporting the movement are required to send to the

The Atlanta Journal

A LINE of people standing all night in front of the box office where season tickets for Grand Opera went on sale March 3rd shows that Atlanta people are buying what they want and paying the market price for it.

Advertising in The Journal Sells the Goods



Means
Perfect
Printing
Plates
coupled with
unfaltering
service.

Premier Engraving Co.

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"The Missionary"

Published at Washington, D. C.

takes pleasure in announcing the appointment of

THOMAS H. CHILD

As Special Advertising Representative

New York Office: 5 Beekman St. Room 712 Telephone: "Cortlandt 1563."

Circulation over 200,000 monthly

Advertising rate \$1 per agate line

Agency Heads:

You Couldn't Get This Man in Normal Times —Get Him Now

He is an excellent planner and copy writer. Has directed copy for one of the leading agencies. written copy for, and been account executive on, some famous advertising accounts. He digs down and finds the main objectives of the advertising, the selling points-and presents them in an interesting, outof-the-ordinary way. He set sail about a year ago with a new agency, and now is high and dry in New York. In his early thirties, with eight years' merchandising agency experience, he is a real doer -a steady, reliable copy chief or account executive. He is married, will go anywhere—Chicago, Cleve-land, Boston—any city where there is a real opportunity to be permanently and happily occupied in agency work.

> Address "D. J.," Box 158 Care of Printers' Ink

association secretary daily reports of the sale of Rite-Grade shingles. these reports to show the name of the dealer buying them. The secretary then sends the dealer, by means of a form letter, an invita-tion to use some of the dealer helps which are furnished without charge, these being described in a leaflet. About 65 per cent of dealers ask for dealer helps, which include booklets, newspaper electrotypes and an offer to send a letter in the interest of red cedar shingles to names furnished by the dealer. One of the most effective helps is a large sepia picture of a shingled house, which dealers frequently think so well of that they frame it at their own expense to hang in the yard office.

The association is making a persistent effort for the use of zinc-covered nails in applying shingles. It is claimed for these nails that they neither rust nor fall out. Zinc-covered nails, where a 10 per cent coating of zinc is used, will last as long as the shingle, and the shingle, so it is said, will last as long as the building.

A further development of the service to users of shingles has been worked out by figuring the exact nail requirements for any given quantity of shingles, so that a man may figure easily the cost of the entire roofing material-both shingles and nails to lay them with. The ultimate programme, which may in time be adopted by the association, will be to sell shingles and shingle nails of correct type, together. Right now, one manufacturer is about to put on the market Rite-Grade shingles which are packed with a special band, as the wooden cleat that holds the bunch is called, scooped out to form a pocket which carries a packet containing just enough zinc-coated nails to lay the shingles in the bundle.

The red cedar shingle is coming back, and already well on its way.

T. N. Gretzer, formerly with the Wichita office of the Southwestern Advertising Co., is now with the Ferry-Hanly Advertising Co., Kansas City. . 1021

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\70U, as merchants and advertisers, L know that quality is not fragile but enduring, that its permanency is economy.

The Churchman and quality are synonymous. The Churchman is a class journal especially prepared for the quality membership of the Episcopal Church. It influences people of means who demand quality in their church periodical. get it. It costs them money and it costs us money, but they are well pleased with the product.

The advertising rate is in keeping with the quality of the paper, the quality of its readers, and the quality of its advertisements.

The advertising columns of The Churchman are a sound investment for those who have quality merchandise for sale.

THE CHVRCHMAN

"The National Church Weekly"

Published every Saturday

CHURCHMAN COMPANY,

381 Fourth Avenue, New York

You may send me sample copies of The CHURCHMAN and your advertising rate card.

Trial Campaigns in New England Local Dailies

will prove to you whether your appeal is right, whether your sales plan is correct and whether your proposition is sound enough to go before the country. The less advertising wrecks the better it will be all around.

"Meanwhile we worked on advertising copy and sales plans. We prepared three different styles of advertisements, each with a distinctly different appeal, and tried them out in the newspapers.

"And, strangely enough—or, perhaps, you will say naturally enough—we found the appeal we had thought the strongest was only of passing importance."—*Printers' Ink.*

We suggest New England for these trial campaigns!

because of ratio of population per square mile because of the wealth of its people

because of their susceptibility to advertising

because of the willingness of the dealer to take hold

because of the excellence of the local newspapers because all of these things make an ideal condition.

Fifteen of the Best New England Dailies

LOWELL, MASS. COURIER-CITIZEN Daily Circulation 17,353 P. O. Population 112,759, with suburbs 150,000

LYNN, MASS., ITEM Daily Cir. 15,504 A. B. C.—2c copy Population 99,148, with suburbs 125,000

SALEM, MASS., NEWS Daily Circulation 18,811 P. O. Population 43,697, with suburbs 150,000

SPRINGFIELD, MASS., UNION Daily Circulation 49,692 A. B. C. Population 100,000, with suburbs 250,000

TAUNTON, MASS.

Daily Circulation 7,909 A. B. C.
Population 38,000, with suburbs 53,000

WORCESTER, MASS. TELEGRAM-GAZETTE
Daily Circulation 72,939
Population 190,000, with suburbs 350,000

PAWTUCKET, R. I., TIMES Net Paid Circulation 23,369 A. B. C. Serves territory of 130,000.

BRIDGEPORT, CT.

Daily Circulation 46,730 P. O.
Population 150,000, with suburbs 220,000

NEW HAVEN, CT., REGISTER Daily and Sunday Cir. 28,334 P. O. Population 150,000, with suburbs 175,000

NEW LONDON, CT., DAY (Evening) Daily Cir. over 10,640 A. B. C.—3c copy Population 25,688, with suburbs 60,000

WATERBURY, CT., REPUBLICAN Daily 10,992 A.B.C.; Sun. 11,425 A.B.C. Population 91,410, with suburbs 100,000

PORTLAND, ME., EXPRESS Daily Circulation 24,300; Member A.B.C. Population 69,169, with suburbs 75,000

BURLINGTON, VT., FREE PRESS Daily Circulation 10,552 A. B. C. Population 22,779, with suburbs 40,000

MANCHESTER, N. H. UNION and LEADER
Daily Circulation 25,375 A. B. C.
Population 75,063, with suburbs 150,000

FITCHBURG, MASS., SENTINEL Net Paid Circulation now 9,000 Population 41,013, with suburbs 150,000

EACH OF THE NEWSPAPERS here named is a power in its home community.

10, 1921

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Small-Town Factories

Have the great industrial centres of the United States reached their maximum growth? Henry Ford believes that they have; that the time has come to break up the congestion of workers in large cities, and to get back to the small communities with industry. His theory is that the massing of industrial workers in a large city is bad for the country, and that anything which is bad for the country is, in the long run, bad for industry. He announces that he has demonstrated to his own satisfaction that industries can be taken to the

for industry. He announces that he has demonstrated to his own satisfaction that industries can be taken to the people who live close to the soil, and that he expects to expand his own industrial activities along this line. The Ford idea is that instead of housing a large industry in a single large plant or group of plants in a city it can be broken up into small units, and each unit can be successfully operated in a small town, where it will provide employment for the class of people who leave small towns for the industrial opportunities of the cities, and also partitine employment for farmers who are now unable to make a satisfactory living on small farms. The water power available in many small towns will provide the power for the factory will provide power for the factory will provide power for the town's utilities. In this way, Ford believes, the towns can be made attractive enough to hold the workers, and the whole scheme will save them from the unwholesome life in packed cities.—

Indianapolis News.

Quaker Oats Co. Reports Large Loss

Large Loss

The Quaker Oats Co, reports a net loss, after depreciation, of \$5,824,925, for the year ended December 31, 1920. President H. P. Crowell, in his report, says in part: "This year, in marked contrast with all previous years, our balance sheet reflects a heavy loss. In the first six months of 1920 our business was excellent, the volume exceeding that of the preceding year and giving us earnings more than sufficient to meet our dividend requirements. In the second six months conditions changed suddenly and from September on we were in the midst of an economic storm, the like of which has never been known.

"On December 31 every item in our

"On December 31 every item in our large inventory was reduced to cost or market value, whichever was lower, the total shrinkage resulting from these various items amounts to more than \$5,000,000, which has all been written off."

United Cigar Stores Co. Profits in 1920

The United Cigar Stores Co. America reports a net income, after Federal taxes, of \$5,029,005 for the year ended December 31, 1920. Trademark and good-will are valued at \$21,400,000 in this annual report.

A Corking

good city and a good newspaper.

So say about all advertisers who use the one great afternoon daily news-paper in

PORTLAND, MAINE

The jobbing center The wholesale center The social center The business center

THE

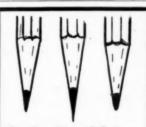
EVENING EXPRESS

Pulls because it goes into about nine out of every ten homes in Portland and suburbs.

Pulls because the people of Portland are well-to-do and buy readily of ad-vertised goods and from reliable ad-vertised houses.

Pulls because the paper has the confidence of the people of Portland, and has it because it is deserving of it.

The Julius Mathews Special Agency Boston—New York—Chicago—Detroit



Perfect Pencil Points Medium - Needle - Blunt

are made by the Graffee Pencil Sharp-ener, without any special adjustments. These points have a peculiar smooth-ness, writing quality and longerity that make pencil use a pleasure. Every artist, draftsman, engineer and other pencil user can get PERFECT points of the right length from the Graffoo.

A handsome device, big and strong, built by us for life service. Write to-day for folder.

GEORGE B. GRAFF Co. 18 Beacon St., Somerville, Boston 42, Mass.

PRINTERS' INK

A YOURNAL FOR ADVERTISERS Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS.

Chicago Office: Peoples Gas Building, 122 S. Michigan Blvd., KIRK TAYLOR, Manager.

New England Office: 1 Beacon Street, Boston, Julius Mathews, Manager.

Atlanta Office: 1004 Candler Building, GEO. M. KOHN, Manager.

St. Louis Office: Post Dispatch, Building, A. D. McKinney, Manager.

Pacific Coast Offices: Examiner Bldg., San Francisco; 934 Title Insurance Bldg., Los Angeles; 214 Post-Intelligencer Bldg., Seattle, Wash., W. R. BARANGER, Manager. Canadian Office: Lumsden Bldg., Toronto,

Canadian Office: Lumsden Bldg., Toronto, A. J DENNE, Manager. London Office: Craven House, Kingsway, W. S. Crawford, Manager.

Paris Office: 31bis Faubourg Montmartre, JEAN H. FULGERAS, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign Postage, \$2.00 per year; Canadian, \$1.00. Advertising rates: Page, \$100; half page, \$50; quarter page, \$25; one inch, minimum \$7.70. Classified \$5 cents a line, Minimum order \$2.75.

JOHN IRVING ROMER, Editor FREDERICK C. KENDALL, Managing Editor JOHN ALLEN MURPHY, Associate Editor ROV DICKINSON, ASSOCIATE Editor R. W. PALMER, News Editor

C. P. Russell
Roland Cole
Roy W. Johnson

Chicago: G. A. Nichols London: Thomas Russell

New York, March 10, 1921

Helping the Price Problem In declaring unconstitutional the indefinite sections of the Lever Act

of the Lever Act, the Supreme Court of the United States has done business a real service in removing one of the elements of doubt which have been hindering the re-establishment of settled policies. It is extremely difficult to form a settled policy when there is no way to find out whether or not it will be considered in violation of some vague and nebulous provisions against excessive profits on the one hand, or the hindrance of interstate commerce on the other. The effect of the Court's decision is to reaffirm that there are certain

basic principles and fundamental rights which can be depended upon, and which it will take more than a mere Act of Congress to repeal.

One place where this decision will help immediately is in connection with the re-establishment of prices on a basis which will be fair to all parties concerned. Only the other day a manufacturer of an article with distribution from coast to coast asserted that his biggest problem was that of arriving at a fair price basis. "I want to advertise the price again," he said, "but what can I do? If I put it too low, I prevent retailers from getting clear of their present stocks without serious losses, and if I put it high enough to protect my customers for the time being, the Lever Act may get me by the heels. What is an unreasonable profit anyway?"

Now that the Supreme Court has reaffirmed the principle that every man has a right to be informed exactly as to the nature and extent of any accusation which may be brought against him, many of these problems will be much easier of solution.

Prejudice the Survey

A survey is being made by the domestic distribution depart

ment of the Chamber of Commerce of the United States. It is designed, says a news release, to seek information on "what steps are being taken by manufacturers, jobbers and retail merchants all over the country to cut down their operating expenses during the present business depression." A letter of inquiry was sent out to a large number of business men, in which, among other questions and requests the two following appeared:

1. "What have you done to reduce your publicity costs to a normal basis?

2. "Business men are further requested to give any information they may be able to furnish,

... which may help in solving the pressing need of lowering the cost of merchandising to a normal basis." nental ended more

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ish, ing the mal We have no desire to anticipate the results of this interesting questionnaire, but the implication that advertising expenditures should be cut down, and a request that information be given to help in lowering the cost of merchandising, are rather unusual contradictions to appear in the same letter to progressive, intelligent manufacturers and merchants.

What will Edward A. Filene reply, for example? Mr. Filene is one of the leaders in the Chamber of Commerce of the United States. He is also interested in domestic distribution and runs a very progressive store in Boston. He has recently stated publicly that advertising will be increased in a declining market trend because great quantities of goods are marked down, and must be advertised to be sold in great quanti-ties. There will be less total business, Mr. Filene points out, and in order to get this business in the desired or necessary quantities in a market where there is temporarily not enough business for all, there will be intense competition. This, he says, will express itself in part in big advertising. Surely the department of domestic distribution of Chamber of Commerce does not mean to suggest to Mr. Filene and other merchants and manufacturers that they make less effort to dispose of goods, that they go down in the struggle of competition through a let down in sales

Bankers as a class hold no special brief for advertising. They are as interested as is the Chamber of Commerce in seeing business return to a normal basis. The Bankers Magazine says, in the February, 1921, issue:

"The mercantile world is full of examples of the unfortunate results of a cessation of advertising once started. The public has a short memory, and if you drop out of the limelight for a time you are under the necessity of starting all over again. Sustained effort is necessary to preserve the value of your advertising investment.' He who, having put his hand to the advertising plow, looks

back is not worthy of the kingdom of advertising success. That is the lesson of experience."

It surely is not necessary to point out to Alvin E. Dodd, present able head of the department which is conducting the Survey, and formerly of the Retail Research Association, that his search for "help in solving the pressing need of lowering the cost of mer-chandising" depends largely upon finding better and simpler distribution methods-more intensive selling. Advertising, massed salesmanship, it seems scarcely necessary to point out, has been the greatest modern force in simplifying distribution and lowering the cost of doing business. Large scale production made possible through the consistent use of advertising has in a tremendous number of cases not only cut down the cost of doing business for the manufacturer or merchant, but reduced the price of the merchandise to the final consumer.

Twenty-nine years ago the makers of a watch that to-day is known all over the world produced a machine-made article and sold it at \$1.50. The first year, without advertising, they sold 12,-000 watches. The next year, with some advertising, 87,000 were sold. Then the third year, being able to venture on larger scale produc-tion by creating a steady demand, factory was enlarged, the watch improved, the price reduced, and 485,000 watches sold. Manufacturers of nationally advertised clothing, auto accessories and hats respectively reduced their selling costs 50, 70 and 17 per cent. The selling cost of a spark plug was decreased 70 per cent in four years. The cases quoted are not exceptional, merely illustrative.

A mass of similar information, instance after instance where the cost of merchandising was lowered, and distribution simplified through advertising to the ultimate buyer, is available in the files of Printers' Ink. Only by large scale production can there be minimum unit cost of manufacture. Large scale production results from securing constant output because of stabilized markets. Such mar-

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kets can best be secured and created quickly only by advertising. Any suggestion that now is a good time to cut advertising costs is apt to be poor business advice to men who must sell goods if they are to stay in business.

The purchasing Turn Requisitions agent for a great national manuinto Orders facturer showed us a drawer in his desk last week. It was piled full of requisitions for material from almost every department in the organization. He was holding up-all but the most urgent - on orders from higher up. There must be similar drawers in all parts of the coun-There they lie, unsatisfied try. desires for all sorts of products, useless pieces of paper in their present position and form, but which should at this very minute be helping to start factories on full time again in many an industrial centre. Now is the time to buy what is needed. An entirely unemotional reasoning process based upon accumulated facts, show that an upward trend to-ward normal is on its way. The time when a purchasing agent can buy stocks at far less than the cost of production, due to some manufacturers' difficulties, is over.

There are men who ridicule the impending facts just as a year ago they ridiculed the idea that a slump was on its way. The revival is coming. A drawer filled with unfilled requisitions is delaying full production. The wise purchasing agent will start now to buy needed goods at a fair price. The purchasing agent who reads his trade publications knows which industries are still inflated, and which are down to a fair level of prices. It is the latter to which we refer.

The filled drawer is holding up many a man who has cut his product to a fair price. The purchasing agent is there to buy wisely, not to stop the procession. And the sooner he starts turning his drawer of requisitions into a mail bag full of outgoing orders the quicker he will hasten general and sound activity.

The same thing applies to the man who temporarily discontinued his advertising some time back.

Futility of Fair-weather Advertising Son, late publisher of The Farm Journal, in his autobiography, says "I never paid the slightest attention to the general business of the country. I kept pegging away just the same in good times as in time of depression."

What Mr. Atkinson means, of course, is that he never unduly concerned himself about the condition of business. Whether it was good or bad, he continued to put forth all the effort of which he was capable. That is a practical, wholesome philosophy and what a timely advertising significance it has!

Viewing business in a large perspective, we will see that periods of prosperity run in cycles and that they are inevitably followed by periods of depression of varying degree. Business men who accept this fact, do not become hysterically disturbed when we slip into a slow period. They simply continue to work, even harder if that is possible. They know that the rewards of consistent and intelligent effort, taking them over a long span, are

always certain.

This philosophy applies particularly to advertising. The manufacturer who dilly-dallies with advertising never arrives anywhere. He has got to keep it up in order to accomplish anything worth while. The fellow who advertises luke-warmly in prosperous times with the feeling that he "doesn't need advertising anyway," and who discontinues it entirely in dull periods because "it is no use to try," is devoid of faith, which in the long run is the substance of advertising success.

American Newspaper Publishers' Convention

The American Newspaper Publishers' Association will hold its thirty-fifth convention at New York on April 27, 28 and 29.

21

CRANE'S BOND FILLS THE BILL

cor.

The dollar bill is the legal tender of 554, 000,000 people. Seventy-eight per cent, or 438,000,000 of them, do their shopping with dollar bills engraved on Crane & Co.'s Bank Note Paper.

Thirty of the world's national governments, comprising 51% of the world's area and 81% of the world's population, issue securities engraved upon Crane's Bond Papers

Thus Crane's Papers are business papers to a peculiar and unusual degree.

The toughness and fine appearance so necessary for such important uses are due to the fact that they are made entirely of new selected white rags.

100% selected new rag stock 120 years' experience Bank notes of 22 countries Paper money of 438,000,000 people Government bonds of 18 nations

Crane's

Food Executive

and writer, with a good list of successful national campaigns on the credit side of the ledger,

Wants a Job

with a grade-A organ-

Salary-

\$7,500 with a worthwhile opportunity.

"W. W.," Box 156, P. I.

\$40,000 a Minute!

THAT'S what that greatest of all Purchasing Agents—the American Woman-bought before she went on strike.

Then the clasps on the family purse shut with a snap that was heard round the world.

Printed saleswomanship can penetrate that feminine fasthold and turn the silver stream once more into the channels of trade and the canals of manufacture.

AMA WOMAN My home is my workshop

Madeleine Kelly Purcell Advertising

Copywriting and Counsel from The Woman's Point of View 348 West 118th St. New York

Belgium Considers Official Commercial Register

The introduction of a commercial register in Belgium is under consideration, according to Guaranty Trust Ca., of New York. The register is to he kept by the clerk of every commercial court and everyone is to have the privilege of consulting it. Registration, which would be incumbent on all merchants and mercantile companies, would give the name of each firm, the purpose and domicile of the enterprise, branch offices, trade-marks, etc. Those branch offices, trade-marks, etc. Those subject to registration would have to identify themselves, giving their na-tionality and previous nationality, if naturalized. The same would apply to holders of procuration powers, managers of branches, and, in the case of com-panies, those intrusted with managing the business.

The March Banquet Is Served

Snow, Cooms & McBeath, Inc.
Ford, the Universal Car
Boston, Mass, February 26, 1921.
Editor of Printers' Ink Monthly:
After reading your letter calling my
attention to the renewal of subscription
for Printers' Ink Monthly, all resistance has gone. The post-card is on its way.

Every issue is a banquet. I hardly finish digesting each month's copy be-fore I begin to get hungry again for the next one.

E. E. WADSWORTH Manager of Sales.

Shoe Account with Youngstown

Agency
The account of The Dean Orthopedic Shoc Company, Cleveland, manufacturer of correctional shoes, has been placed with The Frailey Advertising Company, of Youngstown, O. Newspapers and direct mail will be used.
The E. A. Hiss Drug Company, Cleveland, has also placed its account with this agency. Agency

St. Louis Dyer After Mail-Order Business

The Lungstras Dyeing & Cleaning Company, of St. Louis, has amplified its sales policy by going direct to the rural trade with farm magazine and newspaper copy, soliciting direct-mail orders from the result of its territories beyond the reach of its twenty-one branches. The Ross-Gould Company, St. Louis, is in charge of the account.

Sardine Campaign in Newspapers from Los Angeles

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An advertising campaign for Van Landingham canned tuna and sardines is being launched in newspapers, fol-lowing a schedule mapped out by a sales crew which is working through-

out the country.

The advertising, is placed by the Frances Holmes Agency, of Los Angeles.

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Co., be the stra-all nies, the rise, hose to to naif y to gers ging ved 921. tion sist-00 rdly be for

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the Tie-up

THESE and many other prominent advertising campaigns are effectively tied up with the retail stores by these attractive, permanent, oil-paint-and-gold

MEYERCORD GENUINE WINDOW SIGNS

you see them on thousands of store doors and windows—the most valuable location for connective advertising. Get our booklet describing most successful methods of getting dealers' co-operation in the use of these signs.

We are constantly producing new ideas. Send us data and get our suggestions without obligation.

Address-The Service Department

THE MEYERCORD COMPANY

Chamber of Commerce Building

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Extension Magazine Readers Will Spend 500 Millions This Year

Extension Magazine readers earn over \$2615 per family. Over 200,000 subscribers mean over \$523,000,000.00.

These readers buy advertised goods when they see them advertised in the paper they have learned to have confidence in, the one they read, are interested in and look to for guidance—EXTENSION MAGAZINE.

Heads of Households

Married men have more than one mouth to feed. It is the buyer for a whole family whom you reach when you advertise in Extension Magazine. The questionnaire we sent out shows that 62 per cent of our subscribers are married, and are therefore purchasers of food and all other things that families use.

Average Readers Per Copy, 7

Seven people in the average Extension subscriber's home. Compare this with the usual average of 5 to

a family, and you have a clear advantage of 40 per cent in the consumption of your produce by Extension readers over average readers.

Average Income, \$2615.88

The ability to provide for a large family in a liberal way is revealed by the showing of the average Extension Magazine reader's income, which the questionnair showed to be \$2016.88, as against the average American family's income of \$1500. This thousand dollar surplus has a big meaning for advertisers.

Results Count-

Ask our advertisers what results they obtain per dollar invested from

EXTENSION MAGAZINE

Member Audit Bureau of Circulations Write for last Audit Statement

Loved and trusted in the home of every subscriber 180 North Wabash Avenue, Chicago, Ill.

Lee & Williamson, Eastern Representatives, 381 Fourth Ave., New York

, 1921

MARCH MAGAZINES

VOLUME OF ADVERTISING IN MONTHLY MAGAZINES

(Exclusive of publishers' own advertising)

Standard Size

	Pages	Lines
Review of Reviews	128	28,854
World's Work	111	25,025
Atlantic Monthly	95	21,434
Harper's Magazine	87	19,488
Scribner's	79	17,899
Century	56.	12,642
Success	46	10,482
Current Opinion	37	8,288
St. Nicholas	36	8,204
Munsey's	33	7,460
Bookman	19	4,450
Wide World	19	4,312

Flat Si

	Columns	Lines
American Magazine	257	36,869
Physical Culture	204	29,283
Red Book	190	27,256
Cosmopolitan	150	21,508
Sunset	140	20,033
Photoplay	126	18,135
Metropolitan	84	14,351
Motion Picture Magazine	e. 92	13,190
American Boy	63	12,791
McClure's	. 74	12,622
Hearst's	. 72	12,251
Asia	. 79	10,954
True Story	. 68	9,810
Boys' Life	. 56	9,520
Boys' Magazine	. 38	6,488
Everybody's	. 32	4,655

WOMEN'S MAGAZINES

Co	lumns	Lines
Vogue (2 issues)	507	80,203
Ladies' Home Journal Woman's Home Companion	405 273	68,975 54,677
Good Housekeeping	342	49,034
Harper's Bazar	274	46,306
Pictorial Review	187	37,498
Delineator	163	27,876
McCall's	134	26,949
Fashion Art	146	24,549
Designer	134	22,806
Modern Priscilla	123	20,966
Holland's	100	18,948
People's Home Journal	82	13,992
Mother's Magazine	77	13,090
Woman's World	73	12,458
People's Popular Monthly	57	10,916
Needlecraft	62	10,542
Fashionable Dress	55	9,468
To-day's Housewife	44	8,966
Green Book	33	4,745

Agencies—

Are you looking for more business?

Here is a service now being used by many of the most successful advertising agencies in developing new business and in cultivating present clients. Name the ten largest agencies in the country and among them will be five or more now using our service.

Imagine a service that gives you, on a moment's notice, the complete advertising history of any or all national advertisers, or any industry; a service that shows just what mediums have been used for years past, which have paid out or been dropped; which mediums each advertiser favors; how each advertiser has changed his plans during the past eight years.

It is easy to see the value of this data in soliciting any national advertiser, prospective advertiser or even in developing your present accounts.

Send now for complete details, sample report and special introductory offer on our report covering all 1920 national advertising on any class of products.

The Advertising Record Company

"Formerly Washington Press"
"Kuderling Advertising Reports"
179 W. Washington Street
Chicago

The Largest Daily and Sunday Paper in Connecticut's Largest City

NEW HAVEN REGISTER

Located in the heart of Industrial New England where more than

200,000

prosperous people — largely home owners—live and buy their household necessities and luxuries.

The Register's circulation is just about equal to that of any two of the other New Haven papers combined, and the Sunday Register has at least four times the circulation of any other New Haven Sunday Newspaper.

The Register is the undisputed leader in Quality, Quantity and Advertising.

Julius Mathews Special Agency Boston New York Chicago Detroit

MONTHLY MAGAZINES CARRYING GENERAL AND CLASS ADVER.

CTUTAL TUTAL CTUTAL	O ALD	TOB:
TISING		
	lumns	Lines
Country Life	261	44,010
Motor	249	41,832
Popular Mechanics (pages)	174	39,109
System	267	38,244
House & Garden	240	38,030
Motor Life	186	29,467
Vanity Fair	180	28,532
Arts & Decoration	162	27,231
House Beautiful	147	22,688
Science & Invention	151	22,318
Normal Instructor	128	22,037
Theatre	104	16,432
Field & Stream	111	15,873
Popular Science Monthly.	102	15,639
National Sportsman	86	12,420
Outers' Recreation	82	11,812
Outdoor Life	71	10,158
Illustrated World (pages)	43	9,655
Rotarion	61	9,079
Extension Magazine	48	8,256
Association Men	56	7,840
Forest & Stream	47	6,772
Outing	31	4,474
Internat'l Studio (Feb.).	24	3,409

VOLUME OF ADVERTISING IN CANADIAN MAGAZINES

Ce	lumns	Lines
MacLean's (2 Feb.)	194	34,102
Canadian Home Journal	139	27,921
Everywoman's World	,110	22,141
Western Home Mo. (Feb.)	90	16,311
La Canadienne	63	12,743
Canadian Magazine (pages)	50	11,200

VOLUME OF ADVERTISING IN FEBRUARY WEEKLIES

February 1-7

(Columns	Lines
Saturday Evening Post	. 362	61,607
Literary Digest	. 112	17,103
Town & Country	. 94	15,918
Forbes'	. 50	8,639
Collier's	. 32	5,569
Outlook	. 35	5 284
Leslie's	. 28	4,815
Christian Herald	. 25	4,318
Life	. 30	4,208
Argosy-All-Story (Pg.)	. 17	3,976
American Legion	. 23	3,352
Scientific American	. 19	3,242
Youth's Companion	. 18	3,168
Independent	. 20	2,850
Nation	. 13	1,946.
New Republic	. 12	1,898
Judge		1,542
Churchman		1,501

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Here is a composite picture of the average Physical Culture reader:

Age-40.

78% own their homes.

49% own automobiles.

75% are lovers of music and own a piano, phonograph, or other musical instrument.

87 1/7% are interested in food and diet.

60% are parents with growing families who believe in higher education, in the effective co-ordination of mind and body, in the development and improvement of self.

PHYSICAL CULTURE'S gripping, far reaching, enlightening and instructive editorial appeal on matters of rational, healthy, happy living, thinking and doing is their gospel.

How do we know these things?

Send for a copy of the booklet: "The Kind of People Who Read Physical Culture," and you will see.

PHYSICAL CULTURE

"The Magazine That Makes Good on Keyed Advertising"

119 West Fortieth Street

New York City

O. J. ELDER, Business Manager

L. ARTHUR YURMAN, Advertising Manager

Western Representative
CHARLES H. SHATTUCK
770 Peoples Gas Bldg., Chicago, Ill.

New England Representative METZ B. HAYES Little Building, Boston, Mass.

Lines 44,010 41,832 39,109

0, 1921

RYING VER.

38,244 38,030 29,467 28,532 27,231 22,688

22,318 22,037 16,432 15,873 15,639

12,420 11,812 10,158 9,655 9,079

8,256 7,840 6,772 4,474 3,409

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Lines 34,102 27,921 22,141 16,311 12,743

IN

11,200

61,607 17,103 15,918 8,639 5,569 5 284 4,815

4,318 4,208 3,976 3,352 3,242

3,168 2,850 1,946 1,898 1,542

1,501

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February 8-14		Totals for February
Columns	Lines	Columns Lines
Saturday Evening Post. 269	45,850	Saturday Evening Post.1,191 202,620
Literary Digest 158	24,123	Literary Digest 484 73,672
Town & Country 82	13,853	Town & Country 249 41,832
Collier's 32	5,596	Collier's
Outlook 37	5,501	Outlook 148 21,804
Christian Herald 32	5,494	Leslie's 126 21,515
Leslie's 31	5,351	Forbes' 113 19,372
Life 31	4,448	Christian Herald 96 16,445
Argosy-All-Story (pg.) 16	3,752	Life 105 14,790
Nation 25	3,602	Argosy-All-Story (pg.) 65 14,707
New Republic 21	3,163	Scientific American 72 12,294
American Legion 19	2,816	Nation 79 11,138
Youth's Companion 13	2,230	New Republic 72 10,693
Churchman 14	2,041	Independent 72 10,375
Scientific American 11	1,970	American Legion 71 10,255
Independent 13	1,906	Youth's Companion 56 9,570
Judge 9	1,332	Churchman 59 8,293
	1,000	Judge 41 5,856
February 15-21		RECAPITULATION OF ADVERTIS-
Columns	Lines	ING IN MONTHLY CLASSI-
Saturday Evening Post, 285	48,617	FICATIONS
Literary Digest 114	17,382	Columns Lines
Town & Country 71	12,061	1. Ladies' Home Journal 405 68,975
Forbes' 63	10,733	2. Woman's Home Comp. 273 54,677
Collier's 41	7,083	3. Good Housekeeping 342 49,034
Outlook 43	6,379	4. Harper's Bazar 274 46,306
Leslie's 27	4,864	5. Country Life 261 44,010
Argosy-All-Story (pg.) 17	3,864	6. Motor 249 41,832
Life 26	3,688	7. Pop. Mechanics (pages) 174 39,109
Christian Herald 21	3,645	8. System 267 38,244
Independent 23	3,291	9. House & Garden 240 38,030
Scientific American 18	3,123	10. Pictorial Review 187 37,498
New Republic 20	3,056	11. American Magazine 257 36,869
Churchman 19	2,667	12. Motor Life 186 29,467
Nation 16	2,364	13. Physical Culture 204 29,283
American Legion 15	2,225	14. Rev. of Reviews (pages) 128 28,854
Youth's Companion 11	2,020	15. Vanity Fair 180 28,532
Judge 9	1,270	16. Canadian Home J'n'l. 139 37,921
•		17. Delineator 163 27,876
		18. Red Book 190 27,256
February 22-28		19. Arts & Decoration 162 27,231
Columns	Lines	20. McCall's 134 26,949
Saturday Evening Post., 273	46,546	21. World's Work (pages) 111 25,025
Literary Digest 99	15,064	22. Fashion Art 146 24,549
Leslie's 38	6,485	23. Designer 134 22,806
Collier's 30	5,153	24. House Beautiful 147 22,688
Outlook 31	4,640	25. Science & Invention 151 22,318
Scientific American 23	3,959	
Nation 23	3,226	
Argosy-All-Story (pg.) 13	3,115	Club's Successful Drive for
Christian Herald 17	2,988	Members
New Republic 17	2,576	The Spokane Advertising Club a
Life 17	2,446	member of the A. A. C. of W., has over
Independent 16	2,328	600 members, with 800 as its ultimate
Youth's Companion 12	2,152	goal. Ninety-nine members were added
Churchman 14	2,084	According to the 1920 census, Spo-
American Legion 13	1,862	kane has a population of 104,473. One
Judge 12	1,712	The Spokane Advertising Club, a member of the A. A. C. of W., has over 600 members, with 800 as its ultimate goal. Ninety-nine members were added in January and sixty-two in February. According to the 1920 census, Spokane has a population of 104,473. One person out of every 175 in the city is now a member of the club.

1921

Lines 02,620 73,672

41,832

23,401

21,804

19.372

16,445

14,707

12,294

1,138

0,693

0,375

9,570

8,293 5,856

TIS-

Lines

8,975

4,677

6,306

4,010

9.109

8,244

8,030

7,498 6,869

9,467

8,854

8,532 7,921

7,876 7,256 7,231 6,949

5,025 4,549 2,806

2,688 2,318

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Spo-One ty is THOMAS A. EDISON, when asked recently to state rules for the success of a young man, was quoted as follows:

"I can't give any advice on this subject. When a young man has reached 21 and is dead mentally, no amount of advice, example or experience will ever change him in the slightest. If between 12 and 16 he can become interested in a subject and become enthusiastic, he will become a high type of man. If not, his mental machinery will atrophy gradually, and he will be a mental dead one."

The same thought has been expressed before by various educators.

This is simply another way of saying that the best time to make a lasting impression upon the mind is during youth.

By advertising to the boys of to-day you can sell them on your proposition for life. Through BOYS' LIFE, The Boy Scouts' Magazine, you can reach the highest type of boy at the most advantageous time. Their average age is between 15 and 16 years, they are keen mentally, and their minds are wide open to suggestion.

The investment you make in advertising to these boys now will bring you returns over a long period of years.



The Quality Magazine for Boys

BOY SCOUTS OF AMERICA, Publisher Member A. B. C.

200 Fifth Ave., New York 203 So. Dearborn St., Chicago, Ill.

PRINTERS' INK'S FOUR-YEAR RECORD OF MARCH ADVERTISING

MA	KCH	DVER	1121110		
	GENERA	L MAGAZ	INFS		
	1921	1920	1919	1918	Totals
American	36.869				174,904
Cosmopolitan Review of Reviews World's Work	21,508				115,782
Review of Reviews	28,854				114,652
World's Work	25,025	36.960	28,448		108,106
Red Book	27,256	39,713			104,777
Physical Culture	29,283	32,318	21,615		97,521
Harper's Magazine Sunset Atlantic Monthly	19,196	26.936	21.480		82,409
Sunset	20,033	30,904	16,721	11,794	79,452
Atlantic Monthly	21,434 14,351 17,899	27,561	18,361	11 280	78,645
Atlantic Monthly	14,351	21,522	19,644 17,333 17,017 15,092	18,617	74 134
Scribner's	17.899	26.096	17.333	11,126 13,398 12,194	72,454
Photoplay American Boy Hearst's Motion Picture Magazine	18.135	20,920	17.017	13,398	69,470
American Roy	12 791	27 186	15.092	12 194	67 261
Hearst's	12,791 12,251	30,090	11 990	12,425	67,263 66,756
Motion Picture Magazine	13 190	22,896	11,990 14,179	13,872	
Century	12,642		13,856	10,206	57,168
Everyhedric	4,655	14,234		26,761	55,198
Century Everybody's Boys' Life	9,520	13,930	9,450	7,576	40,476
McClure's	12,622	3,930	12 111	11,922	\$37,655
McClure's	12,022	10 200	13,111	8,304	
St. Nicholas	8,204	10,388	9,578	6,304	36,474
Munsey's	7,460	9,741	6,986	6,921	31,108
Boys' Magazine	6,488	7,392 *3,741	5,861	6,462	26,203
Current Opinion	*8,288	-3,741	2,504	3,586	18,119
*New size. xIssue omitted	387,954 23-year		387,870	315,242	1,672,853
			TAILE		
17 (2 !>	WOMEN'	S MAGAZ	INES	03.005	400 454
Vogue (2 issues) Ladies' Home Journal	80,203	157,059	99,601	83,295	420,158
Ladies' Home Journal	*68,975	104,400	68,636	56,831	
Woman's Home Companion. Pictorial Review Harper's Bazar	54,677	.79,344			209,057
Pictorial Review	37,498	84,782	53,376	27,970	203,626
Harper's Bazar	46,306	76,901	36,892	40,077	200,176
Good Housekeeping Delineator †Designer & Woman's Mag. McCall's	49,034		40,605	33,803	185,249
Delineator	*27,876	55,926	39,033	26,995	149,830
†Designer & Woman's Mag.	*22,806 *26,949	44,134 *32,741 21,924	301.650	22,729 13,480	120,319
McCall's	*26,949	*32,741	*25,200 14,418	13,480	98,370
Modern Priscilla	20,966	21,924	14,418	12,922 14,175	70,230
People's Home Journal	*13,992	27,200	13.637	14,175	69,004
†Mother's Mag & Home Life	20,966 *13,992 13,090	27,200 18,729	9,510	11,846	53,175
Needlecraft	*10,542	14,270	8,011	6,843	39,666
,	472,914		481,275	384,296	2,117,702
*New size. †Two magazin	es now co	ombined.			
	CLASS	MAGAZIN	ES		
System	38,244	67.243	60,526	51,255	217,268
System	44,010	67,243 58,464	35,784	34.547	172,805
Popular Mechanics	39,109	49,807	36,143	32,051	157,110
Popular Mechanics Vanity Fair	28,532	53,325	32,301	32,051 35,512 28,913	149,670
House & Garden	38 030	46 222	24,454	28.913	137,619
House & Garden	*15,639	*33,593	*20.446	22,546 11,455	92,224
House Resutiful	22 880	24,096	11.524	11.455	69,955
Theatre	22,880 *16,432	25,284	11,524 11,760	10,262	63,738
Wield & Cancon		16 922	11,583	11,324	55,613
Field & Stream	12,420	13,013	9,946	9,184	44,563
Outing	4,474	7,655	6,561	5,727	24,417
Carrie Ca					
437i	275,643	395,535	261,028	252,776	1,184,982
*New size.	JES (4 F	EBRUARY	(ISSUES)		
Saturday Evening Post Literary Digest Collier's Town & Country	202,620	306.818	217,418 137,312 *54,201	143,311	870,167
Literary Digest	73,672	149.628	137.312	84,059	444,671
Collier's	*23.401	*74.098	*54,201	48,885	200,585
Town & Country	+41 832	†65,853	†50,595	†42,187	200,467
Legio's	21,515	37,591	39,009	32,284	130,399
Leslie's		40,648	24,316	27,743	109,152
Scientific American	*12,294	*34,798	*33,502	26,338	106,932
	21,804	30,040	23,560	21,030	96,434
	14 700	28,028	20,564	15,270	78,652
Life	14,790	40,048	20,304	13,410	
	428,373	767,502	600,477	441,107	2,237,459
*New size. †3 issues.					
GRAND TOTALS 1	564,944	2,524,051	1,730,650	1,393,421	7,213,307



Fifth Avenue Shops

The hardest fellow in the world to sell is the small exclusive Fifth Avenue Shop. The big national advertiser may figure in a general way that a certain magazine is doing him good – but the small shop has to get visible sales results, especially when advertising at a high rate.

In 1910 Fifth Averue Shops spent \$200 a page to talk to 25,000 prospective Vogue customers—and it paid them.

In 1920
In 1920
In 1920
In 1930
In 1940
In 1950
In 195

That the Fifth Avenue Shops have continued to use Vogue for years is irrefutable testimony to the power of Vogue to reach, influence, and sell the highest quality of merchandise to the wealthy families of America.

It isn't the number of readers a magazine has that counts. It's the number of BUYERS. Vogue's readers are buyers. And if you have something to sell that the class family finds useful or attractive, there is no other medium which can merchandise it with the accuracy of Vogue.

VOGUE

Ralph F. Blanchard, Advertising Manager Steven C. Rawlins, Western Manager

19 West 44th Street

New York City

Totals 174,904 115,782 114,652 108,106

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114,652 108,106 104,777 97,521 82,409 79,452 78,645 74,134 72,454 69,470 67,263

66,756 64,137 57,168 55,198 40,476 \$37,655 36,474 31,108 26,203 18,119

,672,853 420,158 298,842 209,057 203,626 200,176

185,249 149,830 120,319 98,370 70,230 69,004 53,175 39,666

217,268 172,805 157,110 149,670 137,619 92,224 69,955 63,738 55,613 44,563 24,417

870,167 444,671 200,585 200,467 130,399 109,152 106,932 96,434

184,982

78,652 237,459 213,307

The Little Schoolmaster's Classroom

THE Schoolmaster had a chat with his local grocer the other afternoon. "What piece of printing, sent by the manufacturer, really proves its worth to the most noticeable extent?" was inquired. Questioning had brought out the fact that the grocer was in the habit of receiving a large volume of printed matter which he was supposed to put on counters and stands for his customers. Some of it was most elaborate.

The grocer handed out a little three-leaf folder, printed in attractive colors. But it was not expensive. The outside folds were so arranged that a little girl was shown holding her plate beneath a giant spoon, from which molasses dripped. By turning back to the other folds, you found that two funny rabbits were holding this spoon. The inside pages reproduced five interesting recipes in full color also—tempting molasses candy, cookies, ginger bread, etc.

"This is the most popular folder of the year as far as I can make out," said the grocer. "Why? Because it supplies information. People want to be shown how; told how. They are not interested in generalities. They do not want to be talked to death in type.

type.

"Recipes always interest women.
After one woman has taken one
of these little folders, others come
in, having seen it, and ask for
copies." The piece of printed matter advertises Brer Rabbit molasses.

When a manufacturer advertises the service he renders to the purchaser of a product more than he does the product itself, scoffers are apt to call it waste effort. Bruce Barton pointed out that the old ideal of service is coming more into use all the time as manufacturers know its value. The Schoolmaster had an interesting example of this a day or two ago

in the case of the storage battery people. They have not advertised that they are great because they have more workmen or greater capital or larger plants. Their advertisement said in effect:

"We will get under your car oftener and more cheerfully than any of our competitors. We will get our backs dirtier. Because there is nothing about your battery so hard to fix that we won't do it for you gladly and without charge."

Good-looking fellows in overalls, and with long glass tubes in their hands, were introduced to us through the pages of the magazines.

With it all, the Schoolmaster remembered the name of a particular one. And last week while his car was being overhauled, repainted and otherwise mistreated, to the tune of several hundred dollars, the head of the repair department called him up on the phone. He had more bad newsthe battery had run down and was beyond repair, and the Schoolmaster needed a new one, and needed it quick. There was a battery station right near the garage, and the repair man kindly volunteered to trade in the old battery for this new one, and get a fine allowance for the old. It sounded good, and in the heat of a busy day the Schoolmaster told the repair man to go ahead and get the new battery, the name of which was entirely unfamiliar. On his way home, in the pages of one of his many favorite publications, the picture of the friendly man in overalls with the glass filler thing in his hand, looked out at him. And it seemed that he looked reproachfully as if to say: "Don't you believe that we want to serve you; have you forgotten our promises, or don't you believe them?" And the first thing the Schoolmaster did after dinner was to sit down at the friendly

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Why Western Union Uses **Oplex Signs**

HE Western Union Telegraph Company is perhaps the largest user of electric signs in the world. In their organization sign buying is not left to chance, it is a matter of great importance.

So it means a great deal to say that Western Union has standardized on Flexlume Oplex Electric Signs.

Oplex Signs are the kind with the raised, snow-white glass letters on a dark background. perfect day signs as well as night signs, greatest reading distance, lowest upkeep cost, most artistic designs.

Let us send you a sketch showing an Oplex Sign to meet the needs of your business.

Electrical Products Corp. Los Angeles, Cal.

The Flexiume Sign Co. ELECTRICAL ADVERTISING 32 Kail Street, Buffalo, N.Y. Pacific Coast Distributors Complian Factory

The Flexiume Sign Co., Ltd. Toronto, Ont.

SALES QUOTA CHARTS

For charting sales by territories, by products, by salesmen and by customers. Complete outfit, consisting of 25 chart forms, sample chart, attractive cover, and comprehensive directions for setting quotas (three methods), eliminating seasonal and cyclical variations, charting sales and selling expenses. Designed especially for sales managers who manage. Your stenographer can follow the directions and keep the charts up to date. A powerful force in stimulating competition and building sales. Brand new—scientific—unique. Complete outfit mailed for \$2.00.

AMERICAN STATISTICAL SERVICE COMPANY

HOLYOKE, MASS.

Have You Grown Stale on Sales Letter Writing?

Let me work with you and see whether the outside slant won't put the necessary SELLING quality into your letters.

You know your own business best. That may be your trouble. You may be trying to say too much.

Yes, I know cuts, etc.

-and operated my own
printery six years.

Lawrence F. Deutzman

Advisory Advertising Expert

507 Fifth Ave., N. Y. City

typewriter to write a letter to the repair man. The unknown battery man lost a sale even with the best sort of retail sales help; the advertised brand secured a new customer without any, because of service well advertised. Truly he who serves shall be first among us,

A new national advertiser found that in offering cash and instalment plans of payment there was some disposition on the part of customers to object to the increase over the cash-price figure. The advertiser had his first pricelists worded "\$45 cash; \$50, payable \$5 a month." In revising his list he changed the wording to read, "Price \$50. (If cash is paid, deduct 10 per cent—\$5.)" Objections from customers ceased.

In how many concerns is it true, especially where a wide diversity of products is manufactured, that the selling points of an article have never been tabulated and put in writing?

The Schoolmaster was an interested listener a short time ago to a talk by a sales manager to a group of salesmen. He told them to cultivate dealers' clerks for ideas. One of the best ideas he had ever received, he said, he picked up from a dealer's clerk. The clerk told him he could never remember the selling points on the different articles made by the company whose goods he handled. He suggested that a little slip be printed to accompany each article with its selling points briefly listed thereon, so when he opened a package to show it to a customer the slip would remind the clerk of all the good points about the product.

The sales manager said he adopted the idea and had it carried out for every article in his line. A vast amount of work was required to do this, but the results more than compensated for the

An analysis of a product occasionally reveals the discouraging fact that its talking points are few and unimportant. This has often led to improvements, and once in

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Reach the Small Towns Thru the "Movies"

Many small towns have no local newspapers or bill posting service.

The "Movies" attract the whole population of these communities.

LEE LASH COMPANY ADVERTISING

on Scene or Screen

42nd 2 Broadway

New York



MAGAZINE OF PUSH, PEPPER & PURPOSE



A Monthly Crade Paper
FEATURING 5° to \$5 ™ MERCHANDISE

What have you to market that can be retailed from 50 to \$5.00?

Glad to work with you on merchandising and advertising possibilities. We reach only wellrated merchants.

458 BROADWAY, NEW YORK CITY



KANSAS CITY

Trade Territory Weekly, \$2.00 year

DRY GOODS, CLOTHING, SHOES and kindred lines are being profitably advertised in its pages. Reaches medium and small town general stores that

sell everything.

Member A. B. C. Circulation 4,000 Publication Office: Topeka, Kansas

CANADIAN ADVERTISING

CALL IN

SMITH, DENNE & MOORE

MONTREAL

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WHO ARE THE 3 BEST MAIL ORDER MAGAZINE SUBSCRIPTION MEN IN AMERICA?

One of them is the man we want to engage for a position offering a solid and bona fide opportunity. This man is to plan and execute complete mail sales subscription campaigns. We want the type who can see a dozen plans for getting subscriptions in every issue of a good magazine. Location New York. Send record of experience and results produced. Enclose photograph and one of the best subscription efforts you can produce. Address "C. O.," Box 155, care of Printers' Ink.

WANTED:

Experienced Editor for Technical Oil Trade Publication

We seek a man qualified to take the entire editorial responsibility with an old established and leading semi-monthly journal of national circulation devoted to the purely technical phases of the petroleum industry.

To such a man, qualifying in education, experience, ability and initiative, we offer a connection which carries a genuine opportunity.

All correspondence will be treated with strict confidence. Address:

Harry Shaw, President

SHAW PUBLISHING COMPANY

Bank of Galesburg Bldg.

Galesburg, Illinois

a while to discontinuing the article and finding a better one to take its place.

But articles of real merit are all too often lost sight of in a diversified line because their selling points have never been tabulated and printed. This is one of the best ways to make sure a good argument will carry through to the user.

In the case of the company already referred to, a hardware concern, a small slip was printed for each article. In the beginning it was simply dropped into the package. Later it was pasted on the outside, where it was always in sight and went home with the purchaser. This slip had the happy function of first helping the manufacturer to sell the dealer, then it helped the dealer to sell the consumer, and finally it helped the consumer remind himself how good an article he had purchased. and to tell his friends why he bought it and why it would be good for them to buy one, too,

This may be an old idea, but the Schoolmaster has just returned from a visit to a drug store, a hardware store and a sporting goods store, and failed to find more than a half dozen, cases of where the idea was carried out and they were all in the hardware store.

In Music Advertising

Milton Hagen is now advertising manager for Jack Mills, Inc., music publishers, New York. He has been engaged in advertising agency work on the Pacific Coast.

R. J. Byrnes with Chicago Agency

R. James Byrnes, formerly with the Otto J. Koch Advertising Agency, Milwaukee, is now with The Mertz Agency, Chicago.

MARYSVILLE

—huge gold dredges are built here for use the world over. One of the varied manufacturing plants with a large payroll. Most satisfactorily covered by The APPEAL—the morning paper of largest circulation north of Sacramento.

Canadian Mills to Start Advertising

The Hawthorn Mills, Limited, of Carleton Place, Canada, manufacturers of woolen cloth, are undertaking a large consumer campaign this spring for their knitted fabrics. They are using newspapers and periodicals, including color pages. The campaign is being handled by the Montreal office of McConvell & Ferreuson, Limited handled by the Montreal office McConnell & Fergusson, Limited.

Frank M. Alexander Makes a Change

Frank M. Alexander, who for twenty-three years has been with The Mac-lean Publishing Co., Limited, Toronto, as circulation and advertising salesman as circulation and advertising satesman and as advertising and business man-ager, has resigned to become manager of the trade paper department of the Commercial Press, Limited, of Toronto.

Philadelphia Merchants in Drive for Members

The Chestnut Street Business Men's Association, an organization of merchants on Philadelphia's shopping thoroughfare, has begun a membership drive for 1,000 members, the ultimate purpose of which is to maintain Chestnut Street as the city's leading and most attractive shopping street.

American Druggists Syndicate Made Profits in 1920

The American Druggists Syndicate reports profits, after charges, but be-fore 1920 Federal taxes, of \$186,528 for the year ended December 31, 1920.

Mr. Evinrude to Advertise New Motor

O. Evinrude has formed a new com-pany to bring out a new line of out-board motors. The Cramer-Krasselt Co. has charge of the advertising.

GO AFTER OUT-OF-TOWN BUSINESS \$12 Places Your Ad Before 7,500,000 Readers

7,500,000 Readers

Your 24-word Agents, Salesmen or Help
Wanted ad, Inserted one time in entire
list, \$12; each additional six words, \$3.

Your 24-word Financial, Business Opportunity, Real Eatate or For Sale ad, Inserted one time in entire list, \$14,40, each
additional six words, \$3.50.

Chicago Tribume for New York Times)
Buffalo Courier
Fittsburgh Dispare
Cincinnati Enquirer
Fittsburgh Sales
Buffalo Courier
San Francisco Chronicle

ARE ENGLISHERS, SEPECIAL AGENTY

ARKENBERG SPECIAL AGENCY 702-B World Building, New York, N. Y. Chicago Office, 1120-B Lytton Building

Advertisers-Write for Bulletin 140. Adv'g Agents—Do you understand our com-mission proposition?

The NOTION and NOVELTY REVIEW

The leading trade journal in the world devoted exclusively to Notions, Novelties, Fancy Goods, Art Needlework, etc.

1170 Broadway

New York

Our personalized letters carry the individualizing of sales correspondence to its ultimate point.

GEORGE SETON THOMPSON CO. 608 So. Dearborn St., Chicago

Les Angeles-The largest city in the West IN LOS ANGELES IT IS THE

EVENING HERALD

MEMBER A. B. C. Government Circulation Statement April 1, 1920

134,686

Largest Daily Circulation in the West

REPRESENTATIVES
fork: Chicago:
Clarke, G. Logan Payne Co.,
Bidg. 432 Marquette Bidg. New York: Lester J. Clarke, 504 Times Bidg.

OSTAGE

BUSINESS MAGAZINE

Letters, Circulars, Booklets, Catalogs, House Magazines— if prepared and used intel-ligently—can sell anything, POSTAGE MAGAZINE TELLS HOW

\$2.00 a year—12 numbers. 18 East 18th Street, New York

Direct-Mail Advertising

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BOURGES SERVICE PHOTO ENGRAVERS NEW YORK CITY

OFFICE - FLATIRON BLDG-175 FIFTH AVE PLANT-PARTOLA BLDG-100 WEST 21ST



Victrola Dealers

Send for Neso Bulletin

Send for sample of Pallen's "Master"
Mail Order Device. Its use will
increase the demand, treble your
orders, and you can control the
sale of Records in your territory
at less cost than any other method.
J. PALLEN & CO., Columbus, Ohio

CUTTING THE COST of Publication Printing

is an easy matter with the very newest labor-saving equipment and an up-todate printing plant. Let us estimate on your publication and be convinced.

THE DRUCKER PRINTING CO.
133 Mercer Street, New York City

LIVE 3 Directories

30,000 Clothing and Furnishing Stores 31,000 Dry Goods and Department Stores 50,000 General Stores

(Only responsible merchants listed)
BEN WIENER CO., 128 W. 30th St., N. Y.

Better Printing for Less Money

	Booklets or Catalogs at Law Prince
	1000 Circulurs &ticli up fram \$4.00
1000 Printed Expelmes 350x94 4.50	1000 Circulars 6 x 9 ap from 4.00
1000 Printed Envelopes 4 x916 7.58	1000 Circulars 9 x12 op from 10.00
1000 Printed Business Cards 256nd. 4.50	1000 Circulary 12:10 up fram 18:00
1980 Printed Billhoods SHicklif 4.00	1000 S-Page Bookletz 3r64 25.00
1000 Printed Statements Sticklis 4.00	1000 S-Page Booklets 4:9 25.00
1000 Printed Past Cards 356x516 6.00	1000 S-Page Buildets Sch 40.00
1000 Printed Shipping Labels 2:4 4:00	1000 S-Page Booklots 9u12 65.00
SAMPLES FREE	SAMPLES FREE

E. L. FANTUS CO., 525 S. Dearborn St. CHICAGO

Union Equipment Account with Pittsburgh Agency

The Union Equipment Company, Butler, Pa., maker of "Union" air compressors, has placed its account with The Richard S. Rauh Company, Pittshurch

Pittsburgh.
Miss Florence Glafey has joined the copy department of this agency.

Hugh Craig Leaves Nyal Co.

Hugh Craig, for three years advertising manager of the Nyal Co., Detroit, perfumers and pharmaceutical chemists, has resigned and has joined the editorial staff of Oil, Paint and Drug Reporter, New York.

"Physical Culture Magazine" Appoints L. A. Yurman

L. Arthur Yurman, for some time past assistant advertising manager of the Physical Culture Corporation, New York, has been appointed advertising manager of Physical Culture Magazine.

New Accounts with Florence Burchard Agency

The Florence Burchard Advertising Agency, New York, is handling the accounts of Pacquin, Inc., perfumes, Nu-Stile Dress Co., and the Creme Coco Co., all of New York.

H. A. Burrell with the Displays Company

Harold A. Burrell, formerly with the service department of Frank Seaman, Inc., is now with the Displays Company, New York.

The International Association of Garment Manufacturers will hold its twentyfourth annual convention at the Hotel Winton, Cleveland, May 10 to 13.

Mail Order

New catalog of over 50 selected lists at special prices. Will prove an eye-opener. Mailed free on request.

220 West 42d St., New York, N. Y.

SCOTT & SCOTT

"GIBBONS Knows CANADA"

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Classified Advertisements

First Forms Close Friday Noon; Final Closing Monday Morning

HELP WANTED

Young man reporter for weekly shipping publication in New York City. State age, experience, references and salary expected. Address Box 984. Printers' Ink.

WANTED—Sales manager and advertising director for chain of five general merchandising experience and salary expected in first letter. Confidential. Address J. M. Smithson, 509 Lehmann Bldg., Peoria, Ill.

RETOUCHER

Specialist on machinery and mechanical subjects wanted by Service Department of printing organization in large industrial center. Only men capable of producing highest type of work need apply. Give experience in detail and salary expected. Box 986, Printers' Ink.

Copy Writer Wanted—Large manufacturer in central New England has an opening for a young man who knows how to write interestingly of technical products and who has a knowledge of cuts, layouts, printing, etc. When writing give details regarding age, education, experience, etc. Box 989, Printers' Ink.

Prominent monthly trade magazine has desirable opening for experienced advertising solicitor who possesses the qualifications of a real salesman. A young, active man willing to work with enthusiasm and loyalty will be recompensed satisfactorily. His headquarters will be in Chicago and his territory the Middle West. Send full particulars in confidence. Address Box 995, P. I.

Salesman Wanted

Exclusive rights and big commissions to sell Underwood Photographic News Service for display in stores, factories, banks, etc. This service will hereafter only be sold direct by our representatives. State experience in such work and territory desired. Address Box 991, Printers' Ink.

FIGURE ARTIST

For new art end of established advertising corporation, Washington, D. C., to take interest in art department and share one-third of the net profit on his own work and that done by all other artists to be employed. Three interested. I. Figure man. 2. Mechanical man. 3. Advertising Company. Some business now but idea is to work up all kinds of art work. Figure artist and other two interests will solicit business until business builds itself. Right man will see financial independence in this, as he will share all profit. Box 992, Printers' Ink.

ADVERTISING REPRESENTATIVE, ATTRACTIVE COMMISSION FOR BOSTON AND NEW ENGLAND TERRITORY. The Ford News, Long Island City.

WANTED—Young man to develop newspaper, house organ and national publicity for commercial organization having 3,000 members in city of 100,000 in prosperous Southwest. Send recent photograph and full details about self and experience. Box 308, Printers' Ink.

ADVERTISING SOLICITOR WITH ACCOUNTS

Advertising agency, established 15 years, splendid financial condition, fine reputation, has chance for solicitor in its New York office. Exceptionally liberal terms and other advantages best explained in interview. Address Box 985, P. I.

Prominent monthly trade magazine has desirable opening for experienced advertising solicitor who possesses the qualifications of a real salesman. A young, active man willing to work with enthusiasm and loyalty will be recompensed satisfactorily. His headquarters will be in New York and his territory the Eastern States. Send full particulars in confidence. Address Box 996, P. I.

We have a good position open for a man who can write the kind of letters that will keep managers of a chain store proposition on their toes. It is not a job for a so-called "correspondent"; there has been a steady stream of such fancy letter-writers, none of whom has made good.

The man to take hold of this is an ad-writer who has had general all-around agency experience enabling him to grasp the details and the intricacies of any firm's business from hearsay and cold-type data.

It will hardly be possible for this man to meet each manager with whom he corresponds, so he must have a keen insight into human character which will enable him to accurately judge the psychology of our managers from their letters and individualize his letters to them.

He must be imaginative enough to visualize each store and its many problems of selling and still be literal enough to deal with those problems in a concrete form.

He must write in homely words that will be understood by men not in the highest walks of literary life and still be able to so shape and use those words that his letters will talk and compel attention.

He must preach without sermonizing; he must teach without pedagogy, and he must be so well versed in his subject that his readers will know he is not theorizing.

If you are that man, write Box 1000, Printers' Ink.

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WANTED—Young man as Assistant Manager to promote Industrial Development activities of commercial organization having 3,000 members in city of 100,000 in prosperous Southwest. Should have research and market analytical ability. Ability to handle business and professional men in committee work also required. Send recent photograph and full details about self and experience. Box 309, Printers' Ink.

WANTED

SALES EXECUTIVE

who can create and maintain a productive securities selling force. His opportunity lies in working hard with the organizers to put across a million dollar concern. He's made, if he produces. His salary won't be large, but his reward will compensate him for any sacrifices now. Sell yourself in first letter. Box 307, Printers' Ink.

ARTIST WANTED

Splendid opportunity for young man of good taste with Philadelphia printing house. Knowledge of decorative design and lettering with experience in making layouts and dummies desirable. Fine studio to work in. Plant is equipped with all the best types, doing highest grade printing. Write for interview, giving qualifications and experience. Box 994, Printers' Ink.

District Salesmen

to appoint dealers for nationally advertised electrical specialty. Unusual co-operation. Unexcelled product. Exceptional opportunity for men of energy and ability. are looking for two kinds of men-Salesmen experienced in selling dealers, and young college trained men who want to get the right start in an organization which is one of the leaders in its industry. Address Box 987, P. I.

SALESMEN WANTED Embossed Signs (cardboard) Embossed Fans (patented)

Some of the best Embossed work turned out in the United States is produced by the Brown Embossing Co. There is a chance with them to build up as altogether satisfactory business with manufacturers and wholesalers in the larger cities. Write for our commission proposal. We would like to know your business experience, age, what you are now and have been handling, your knowledge of printing and plates, reference. We offer good men, men of energy and ideas, a chance to make good money. Sales Manager Brown Embossing Co., St. Louis, Mo.

MISCELLANEOUS

Printing Plants and Businesses

Bought and Sold Printers' Outfitters CONNOR, FENDLER & CO. New York City

House-organs, folders, booklets, etc. Well-equipped concern doing work for New York firms for many years can take additional work. High-class; prompt delivery, close co-operation. STRYKER PRESS, Washington, N. J. Phone 100.

PUBLISHERS—ATTENTION! We furnish MSS. on all subjects by competent authors. Will take advertising in exchange for all or part of our service. Reasonable rates. Write us your wants. Literary Bureau, Pub. Dept., Box 170, Hannibal, Missouri.

EDITORS—Prominent Engineer writes Entertaining, Interesting, Instructive articles on subjects in field of Engineering, Economics, Industrial Rélationships. Everyday language used. Assignments, or will select own subjects. Address Engineer, care of Mr. Cox, Room 312, 30 Church Street, New York City.

Advertising Printing Sales in 3 years of

\$900,000

have been made personally by a Printing Sales Executive of one of the best printing plants in New York.

He wants a plant of his own or a plant in which there is only one other interest.

Have you such a plant, or do you know of one?

Address J. P. K., Box 981, care of Printers' Ink. . 1921

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PRIVATE OFFICE IN SUITE SUIT-ABLE FOR PUBLISHERS' REPRE-SENTATIVES OR AGENT FOR out-of-town concern. Near Waldorf. Ring Pennsylvania 2863. Write Box 301, P. I.

BANK IDEA WANTED

Plan, scheme or device to increase deposits of Bank. Will pay for same if accepted. Please give particulars in first letter. Box 993, Printers' Ink.

INCORPORATION IN ARIZONA COMPLETED IN ONE DAY Any capitalization, least cost, greatest advantages. Transact business anywhere. Laws, By-Laws and forms free. Stoddard Incorporating Co., 8-T Phoenix, Ariz.

POSITIONS WANTED

ARTIST—CREATIVE—PRACTICAL.
ABILITY FOR GOOD LAYOUT,
GOOD COLOR SENSE, ETC. Desires place as visualizer. Box 998, care of Printers' Ink.

EXECUTIVE—WITH ADVERTISING AND ACCOUNTING EXPERIENCE, 35 YEARS OF AGE. MARRIED. AVAILABLE AT ONCE. BOX 302, PRINTERS' INK.

YOUNG MAN (19) DESIRES POSItion offering possibilities of learning any branch of Advertising. Sincere and willing. Evening college student. Box 999, Printers' Ink.

Business Ahead!

In the new competition YOU need a competent assistant. Thorough, systematic, creative, research, promotion, house-organ. 24. Box 988, care Printers' Ink.

VISUALIZER

trained in composition, art, design, color; a keen appreciation of copy and its problems; knows typography; produces proofems; knows typography, production rough sketches; creates entire physical appearance; N. Y. agency man; not less than \$90.00 a week. Box 303, P. I.

ADVERTISING MANAGER

Direct mail experience, writer of force-ful human copy; experienced in layouts, rui numan copy; experienced in layouts, booklets, house-organs, form letters that pull. Familiar with many mercantile lines. Now employed in South. Want connection with manufacturer of staple products, preferably in Middle West. Box 997, Printers' Ink.

> ACCOUNTANT, EXECUTIVE OFFICE MANAGER

A man who has had twenty years of training, gained largely in the publish-ing field, desires position of responsibility; a thorough accountant and capable executive, familiar with the theory and experience in the practice of corporation accounting, finance and management; married; Christian; age 40. Box 300, Printers' Ink. wanted—Position as reporter or publicity man with good concern. Familiar with advertising, also proof-reading. C. R. Sayre, Box 241, New Philadelphia, Ohio.

SALES MANAGER—Genuinely Experienced managing large forces, campaigning, developing men, advertising. 29, now earning \$5,000. Permanent position requiring farsightedness, unusual ability and resourcefulness, earnestly desired. Box 304, Printers' Ink.

Art Director

Desires to make connections in N. Y. with Agency or Trade Publication as Executive or assistant to bigger man. Qualified layout man and Art buyer; up-to-date ideas. Experience in every line of commercial art. Box 990, P. I.

Fairly Intelligent Woman

spent last year and a half in agency investigation and writing, wants a job. Formerly newspaperwoman. Un-usual education. Present salary \$50 per week. Box 306, Printers' Ink.

Young man 28, with twelve years' varied selling, advertising and merchandising experience, backed by sound education, good character, honesty, aggressiveness, enthusiasm and initiative, wants position as advertising manager with progressive firm where hard work will win him a permanent place in organization. Available April 15th. Box 305, Printers' Ink.

PROMOTION MAN

25 years old, good record as executive, desires a sales promotion or sales executive position with progressive concern. Box 310. Printers' Ink.

SALES REPRESENTATIVE— A "Twin-Six"

EFFORT NOW SPLIT 14 WAYS AS A SPECIALTY FREE LANCE
DESIRES TO CONCENTRATE
ESTS ON A COMMENSURATE
BASIS THE FULL GENERATED
DAYLED AS 14 PARAGE
PARAMETERS POWER OF 14 YEARS' REAL PRACTICE IN OBTAINING THE OBJECTIVE FROM ALL TYPES OF HUMANS. TIME MEANS MONEY MUTUALLY. TELL ME ENOUGH ABOUT YOU TO WAR-RANT OUR NEGOTIATING. I

"SALES," BOX 187, JAMAICA, N. Y.

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Outdoor Advertising Builds Sound, Enduring Business

An outstanding feature of Outdoor Advertising* is that its work is not finished with one reading by the consumer, but that daily and nightly, 365 days a year, it reiterates its message and, with cumulative force, builds sound, enduring business.

Thos. Wsack 6.

Harrison and Loomis Sts. CHICAGO

Broadway at 25th St. NEW YORK

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*Poster Advertising
Painted Display Advertising
Electric Spectacular Advertising

Chicago Tribune Newspapers

2 out of 3!

The First Three Morning Newspapers in the United States in Order of Circulation Are as Follows:

> MORNING CIRCULATION (Excluding Sunday)

> > co

- 1. The Chicago Tribune . . 470,000
- 2. The Boston Post 440,000
- 3. Daily News of New York . 365,000

Daily News of New York, which now has the largest morning daily circulation in New York, was founded by the Chicago Tribune June 26, 1919

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Chicago Tribune Newspapers

2 OUT OF 3!